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SOMETHING
FUNNY

CRACKED

MAZAGINE JULY
NO. 117

IN THIS ISSUE:

WE BLOW UP
"CANNON"



SEVERIN

ALWA

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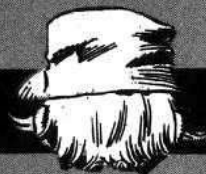
DON'T M

CRACKED

THE WORLD'S
HUMOREST
FUNNY
MAGAZINE

JULY 1974

NO. 117



WHAT'S UP FRONT
OUR COVER

ROBERT C. SPROUL, *editor and publisher*

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FREE BONUS POSTER!

Carefully detach complete cover at
staples and poster is ready for hanging!



ALWAYS BE
SINCERE
EVEN WHEN YOU
DON'T MEAN IT!

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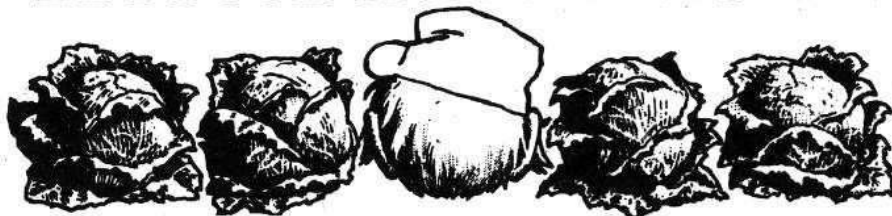
SHUT-UPS

So shut up and turn the page already 50

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issues) in the United States and possessions is \$3.00 PRINTED IN THE UNITED
STATES.



LETTUCE from our Readers



Dear CRACKED:

I liked your article on the Waltons. I was wondering if you could do an article on Emergency!

Frank and Charlie Cassell
Lynn, Mass.

Dear Frank and Charlie:

Every article we do is an emergency!

Dear CRACKED:

I think you're color blind because, in the Color Blind Test that you put in (#115) issue, your answers are wrong.

Jim Fintze
Niles, Mich.

Dear Jim:

No, the answers are right—the questions are wrong!

Dear Ed:

In your November issue you had a 1973 calendar. In it you had: John Lennon (October 9), and Paul McCartney (June 18); why, tell me why, didn't you put in: George Harrison (February 25) and "Ringo Starr" (Richard Starkey) (July 7)? They were (and are) just as famous as the other two!

Stefan Vaglio-Laurin
Rockville Centre, N.Y.

Dear Stef:

We know, but they don't have a subscription to our mag!



Dear CRACKED:

I want to ask you a few questions. First, are you ever going to have anything on the "Planet of the Apes?" Second, are you ever going to have a back-issue department? And third, are you ever going to give an address to write to when someone wants to send his comments?

Mark Thomas
Atlanta, Texas

Dear Mark:

First—maybe. Second—could be. Third—possibly. And don't be ashamed to ask more questions. How else are you gonna learn?



Dear CRACKED:

Will you please put something about the Marx Brothers in your next issue. If you do, a lot of people in my neighborhood will buy it . . .

Billy D'Emic
Brooklyn, N.Y.

Dear Billy:

"Something about the Marx Brothers"—there, now show it to the people in your neighborhood! (We're only kidding, watch for special Marx Brothers feature in CRACKED real soon!)

Dear Fakes:

You probably won't print this because you're a big fake. And if you do you'll probably give one of your

"hilarious" answers, which are fake too. And all these suckers who write in are fake too. So there!

Glenn Shuster
Randolph, Mass.

Dear Shuster:

How do we know that you're for real?

Dear CRACKED:

I liked your satire on "Cracked Interviews the T.V. King." I would like you to do one on Frankenstein . . .

Mark Moore
Baltimore, Md.

Dear Mark:

We would, but he's a hard one to pin down!

Dear CRACKED:

I find Cracked to be so much better than Mad. Your Art is magnificent, your Writing superb. Glad I FOUND THE LIGHT!

Timothy Sommer
Great Neck, N.Y.

Dear Timothy:

Glad we found your letter!

Dear Editor:

There was a great deal of truth besides good humor in "Cracked's Pollution Solution" article. As a concerned citizen, I would like to point out that this is the Number One problem in America today. Thought you'd like to know that I'm making a thousand copies of your article and spreading them all over my neighborhood. How does that sound?

Mrs. B. Huntley
Marietta, Ohio

Dear Mrs. Huntley:

Sounds great, but it also sounds like you're adding to the pollution!

Dear CRACKED:

Bravo on your feature "If We Didn't Have Hair" in the March issue. If you ask me, the long-hair trend is on its way out. Those weirdo hair-styles have had it already. We're heading toward hairless times, like when we came into this world!

J.R. Berne
Racine, Wisc.

Dear J.R.:

Like we always said—hair today, gone tomorrow!

Dear CRACKED:

We're a group of kids who get together every now and then to read,

enjoy, discuss and study comic art. At our last meeting we voted John Severin the number one comic artist in America today. Just thought you'd like to know.

The Comikooks
Lansing, Mich.

Dear COMIKOOKS:
Couldn't you make him Number Two—so he would try harder?

OR

Fine, but we won't tell John. If he knew he was Number One he wouldn't try as hard!



Dear Editor:

My friend and I work at a supermarket here, and we thought your take-off on Supermarkets (March issue) was super! We showed it around and the whole place broke up. Even the customers got a charge out of it!

Fran Mosely
Ann Marie Iotto
Winnetka, Ill.

Dear Ann & Fran:
You mean you added it to their bills?

Dear Editor:

I'm a clinical psychiatrist presently doing research on comedy writers. What I am interested in is how the minds of these particularly creative individuals work. My contention is that they see the world a little bit differently than the rest of us. Would it be possible to interview any of your writers with respect to this project?

E.L. Lyman, M.D.
Rochester, N.Y.

Dear Doctor:
Certainly, they've long needed to talk to a good psychiatrist!

Dear CRACKED:

I read your magazine all the time. I think it's real neat. I write a lot of things for school papers and such. I would really like to write something

for Cracked. I was thinking, if I write a good article (really good) would it have any chance of appearing in Cracked?

Alan Palmer
Louisville, Ky.

Dear Alan:
Sure, we always welcome a change-of-pace article!

Dear Editor:

Thought you were a little too rough in your treatment of women in "Cracked Interviews the Liberation Queen" (#115). I would like to know what your true feelings are about Women's Lib . . .

Nancy Hunnicutt
Edison, N.J.

Dear Nancy:
We feel Women's Lib would be a lot better if men were running it! (We're only kidding, Nancy, we're 1000% behind it!)

Dear CRACKED:

I think you're far superior to the other humor magazines on the market today. At least you don't cater to the perverted minds of hopeless delinquents the way they do. It's refreshing to see a clean, wholesome publication for kids out there. Add me to your list of "Mothers For Cracked!"

Mrs. L.J. Scott
Dover, Del.

Dear Mrs. Scott:
You're Number One!

Dear Editor:

I was wondering if we could get permission to reprint your recent article "The Cracked Guide to Skiing" in our monthly newsletter. We thought it was very amusing and our members would get a kick out of it . .

Arno Skiing Club
Bangor, Me.

Dear Sirs:
Permission granted, but are you sure this isn't a snow job?



They're Coming From All Over To SUBSCRIBE TO CRACKED



Yes, word has reached the far-flung corners of the universe that you can subscribe to CRACKED for the ridiculous low figure of \$3.00 for eight issues—and save 20¢ to boot! That's enough left over to buy half an extra copy!

Furthermore, we'll deliver it right to your door! Mainly because, with the 20¢ saving, CRACKED can now make a little money go a long long way.

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Here's my **THREE DOLLARS**
Please put me on your subscription list real fast. I want lots of large laughs?

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ADDRESS

CITY

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This season the TV emphasis is definitely on **CRIME SHOWS**. There are more **PRIVATE EYES** running around than you can shake a stick at (and some of them you'd really **LIKE** to!) And it seems they're all doing the **SAME STORIES**. This is because it's hard to come up with a **NEW CASE**. With so many sleuths out there, they far outnumber the **CLIENTS** who need their services. Take the **BIGGEST TV** detective of them all... **FIGURATIVELY**-speaking, that is. He started out three years ago as a real **HEAVYWEIGHT**, but if he doesn't get a good case soon he might just as well **END IT ALL** by jumping into a big fat

CANYON

O.K., kid, come back here with little Mary's licorice whip!

You'll never get me alive, copper... you'll have to shoot me dead first!

Got ya! O.K., now freeze with your hands up against the wall!

No, 'cause you didn't say Simon Says!

EARLY TO BED...
EARLY TO RISE...
AND YOU'LL GET YOUR OWN BREAKFAST

Here's your licorice whip, little Mary!

Thank you, Mr. Canyon. And here's your 8¢ fee... in small bills, like you asked.

Thank you, honey, now I can eat again!

In your case I wouldn't recommend it!

You're probably wondering why a well-known TV detective like myself ... renewed for his third straight season ... is out trying to crack 8¢ cases. That's why ...

Sorry, Mr. Canyon, you payment on this sofa ... it's gotta go back!

Chicken-Lickin' didn't get its \$4.85 this month, so no more of our chicken will your hands be pickin'!

I've rented out your bedroom to another couple, Mr. Canyon ... and if I don't get this month's rent soon, the kitchen is next!

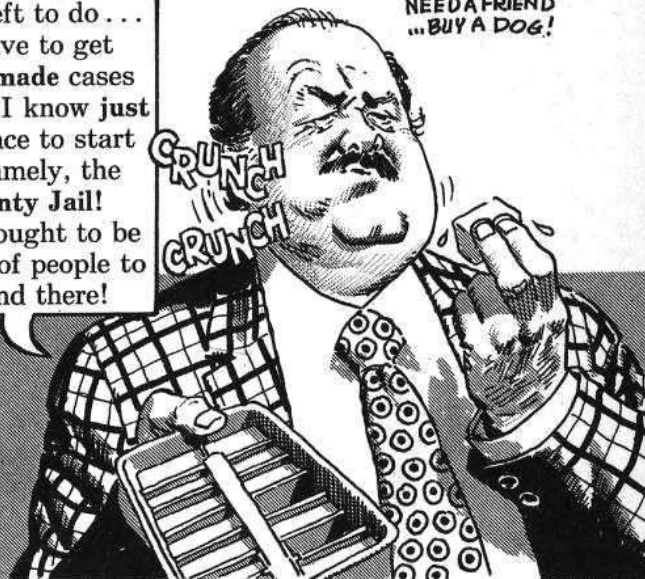


Mainly, I'm broke! With all the new detectives on TV this season, getting a case is becoming ridiculous! I even tried chasing ambulances down the main street of town, but I lost \$50 ... I was ticketed by an officer—for being an unlicensed vehicle!

There's only one thing left to do ... I'll have to get ready-made cases ... and I know just the place to start ... namely, the County Jail! There ought to be plenty of people to defend there!

IF YOU EVER NEED A FRIEND ... BUY A DOG!

CRUNCH CRUNCH

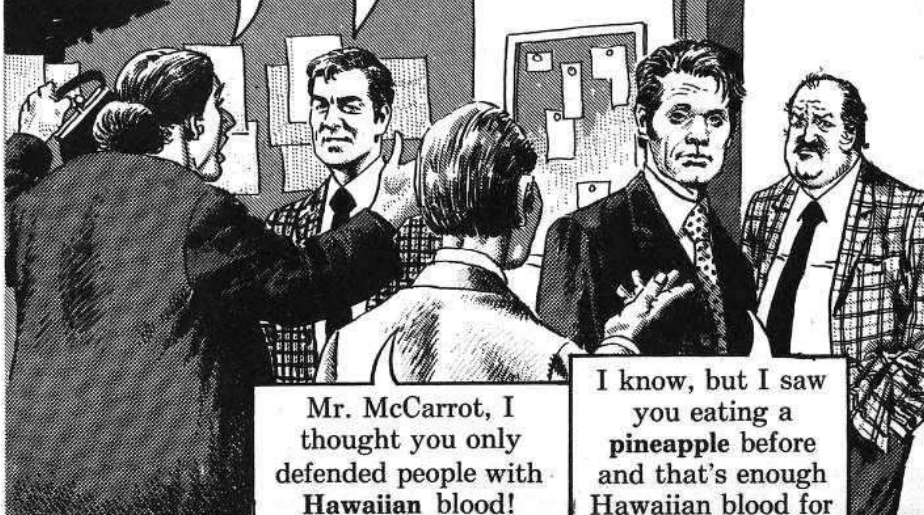
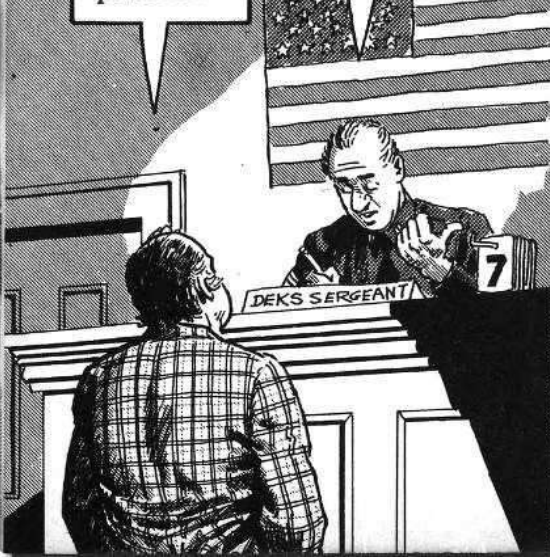


I'm Canyon, TV Private Eye ... I'd like to meet some of your prisoners!

The other Private Eyes are here before you ... take a number and we'll call you!

Mr. Manics, my daughter no kill her father with an axe like-a they say! It was only a knife ... a little six-inch knife!

I'll take the case! She'll be out of here in no time!



Mr. McCarrot, I thought you only defended people with Hawaiian blood!

I know, but I saw you eating a pineapple before and that's enough Hawaiian blood for me!

CRACKED is dreaming you're eating spaghetti and waking up to find the string on your pajamas gone ...

Go figure them other detectives to come up with the same idea as mine! Oh, well, I think I'll try somewhere else...

Can you use a good lawyer, son?

Shut up and go back to Little Joe!

A fancy apartment house! Now here is where crime really abounds. I'll just sit inside this telephone booth and wait for a distant scream...

CRACKED is having your wrists pierced so you can wear cuff links in the summer...

TELEPHONE

DID YOU EVER WONDER WHAT WOMEN LIKED ABOUT MEN BEFORE MONEY WAS INVENTED?

Well, maybe I'll just stand outside this telephone booth and wait for a distant scream!

Shine, mister? Your moustache cut? Your blubber bounced? Anything?

Beat it, Mac, you bother me!

My luck... today is an unusually quiet day!

That could have been a scream! I'll have to check it out!



WHEN THE CLEVER WOMAN CAN'T FIND THE BUTTON, SHE SEWS UP THE BUTTONHOLE!

403

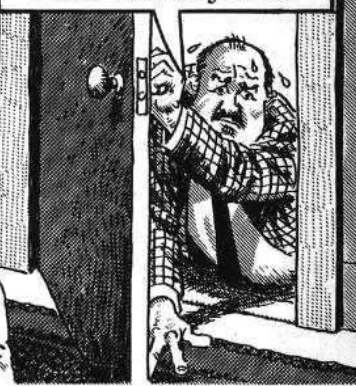
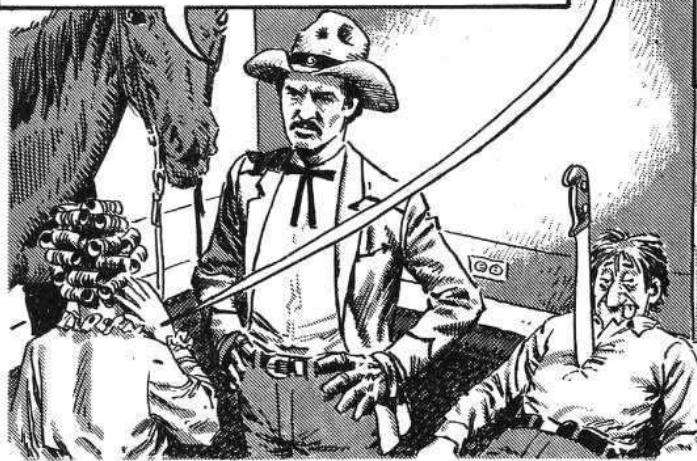
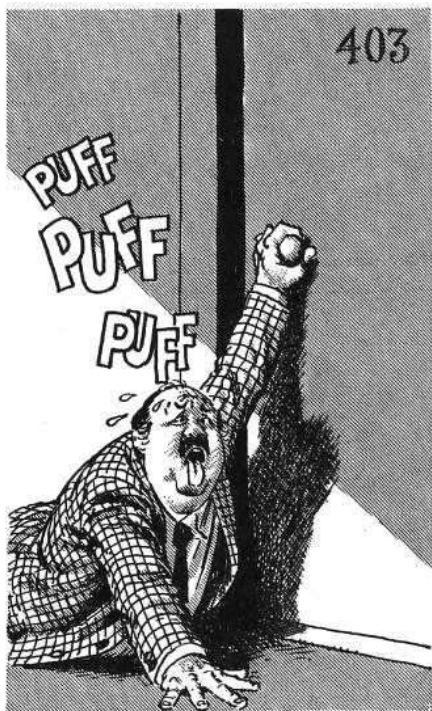
... and you say that after you found the dead body, you felt a wet slimy thing on your back?

That's right, Mr. McClown... It might have been the murderer!

... or it could have been my horse kissing you as we were climbing in your window!

Between the width of my stomach and the speed of his horse, that longhorn beats me every time!

CRACKED is smelling good only on one side because you didn't know where to buy Left Guard...



Wow! A second scream! McClown can't beat me this time!

Crumbling crumb cake! Colombboob is already covering the case! And that scream? His client must have seen the mess he left behind!

405



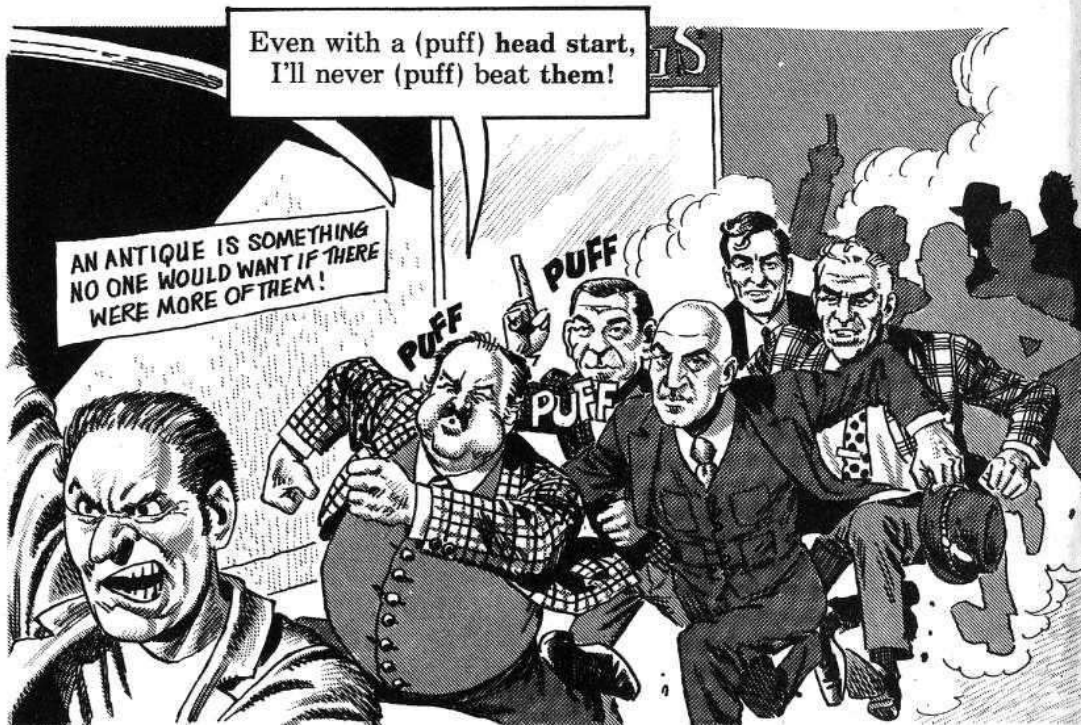
Help!
Help!

Wha-a?... Huh?...
Where are ya?...
I'll save you, lady!



Even with a (puff) head start,
I'll never (puff) beat them!

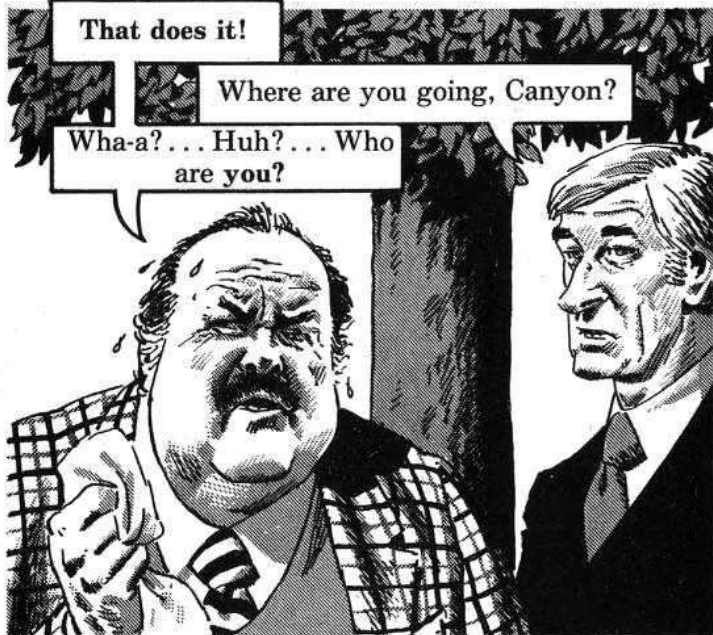
AN ANTIQUE IS SOMETHING
NO ONE WOULD WANT IF THERE
WERE MORE OF THEM!



That does it!

Where are you going, Canyon?

Wha-a?... Huh?... Who
are you?



I'm the casual bystander who always shows
up at the end of your episodes so you can
explain to the audience, through me, exactly
what happened the past hour!

Tonight, even I don't
know what happened!



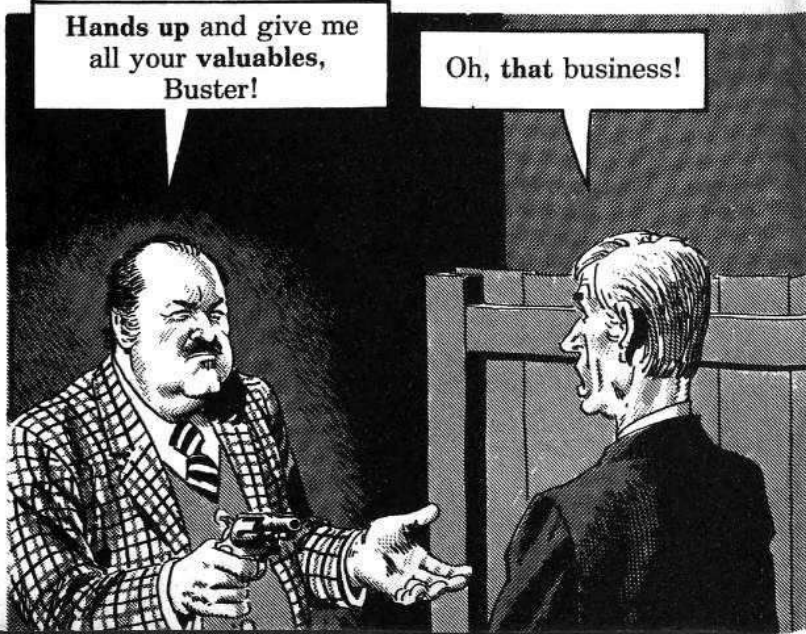
I'm through being a private eye! There's just
too much competition! I've decided to quit this
racket and go into a business where a guy can
create his own openings... where there's an
obvious demand!

And what business
is that?



Hands up and give me
all your valuables,
Buster!

Oh, that business!



America is in the midst of a crisis—mainly, it lacks energy. One noted expert suggested handing out mass doses of Geritol to everybody so that we could regain the energy we so desperately need, but most people just pooh-poohed this idea. We did likewise, because we felt we had a much better plan as you'll soon see when you get enough energy to read...

CRACKED's SOLUTION FOR SOLVING THE ENERGY CRISIS

PART I: HOW TO SAVE ON GASOLINE

WARD

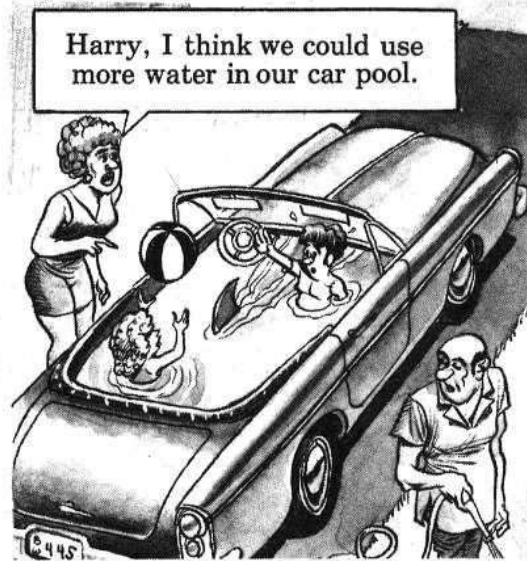
To cut down on gasoline, the speed limit could be reduced even further...



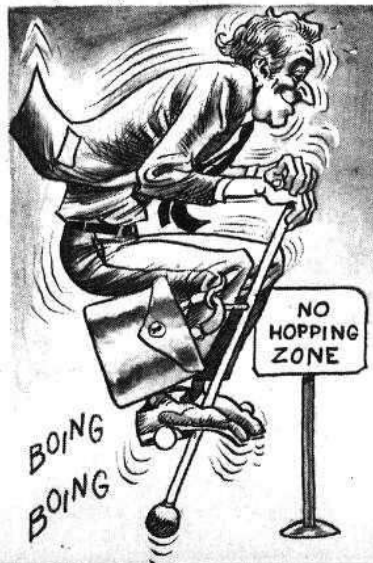
In the northern regions during the winter, other forms of transportation could be used...



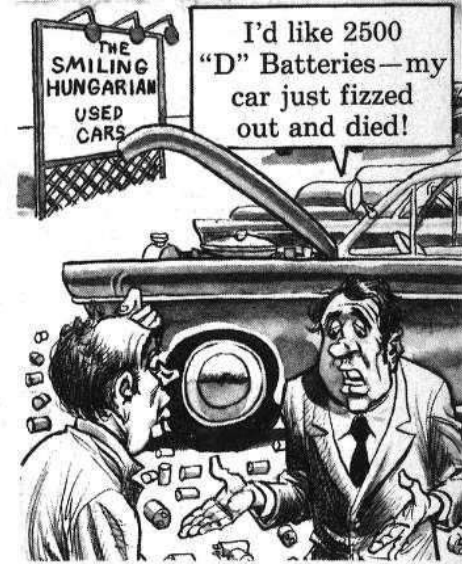
People could get together with their neighbors and organize car pools...



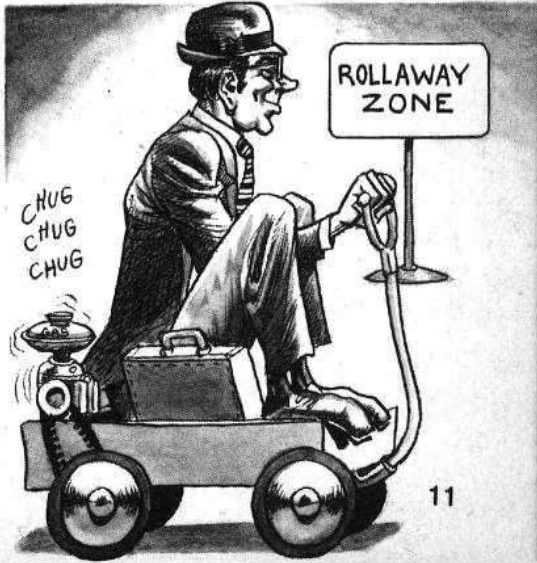
While in the warmer areas, people might try still another way of getting around...



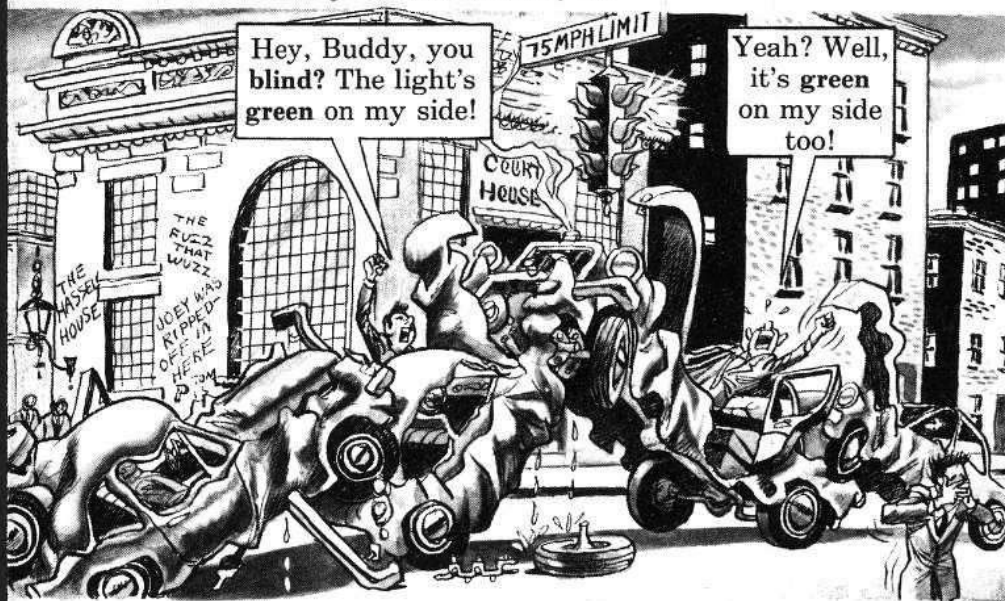
And finally they could start in producing all battery-operated cars...



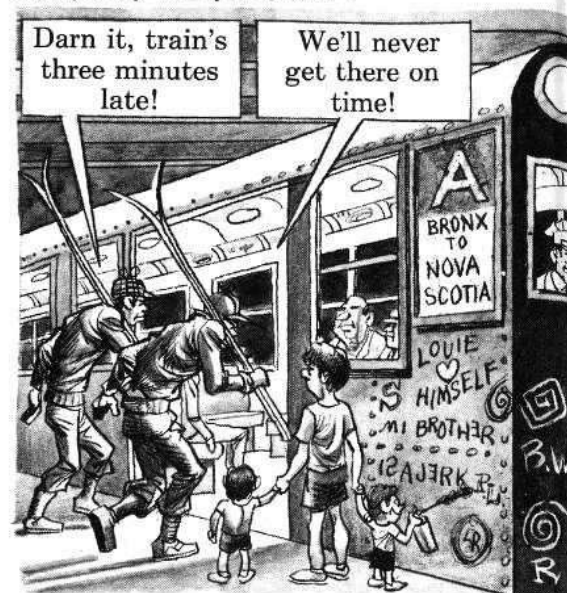
And everywhere, drivers would trade in their big gas-guzzling cars for more economical models...



We could eliminate cars altogether by "tampering" with traffic signals occasionally ...



After that we could have mass transit facilities available for everybody everywhere ...



We could then set up courses at various schools to teach people how to walk again ...

And to encourage walking, the streets could be given to hikers and the sidewalks to drivers ...

Now put your left foot in front of your right foot.

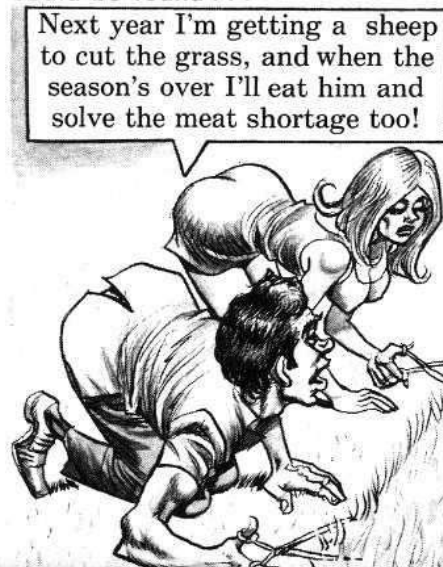
It's hard, I'm used to putting that foot on the accelerator!



Moving Vans could be taken off the highways and "bucket brigades" set up instead ...

Power lawn-mowers could be eliminated and cheaper methods could be found ...

And on the airline scene, planes wouldn't be allowed to leave until they're filled to capacity ...



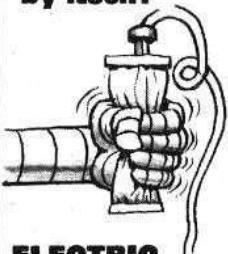
PART II: HOW TO SAVE ON ELECTRICITY

Do you own any of these common, ordinary, everyday, useless electrical items? The elimination of any of these items could save hundreds of kilowatts of electricity each day ...

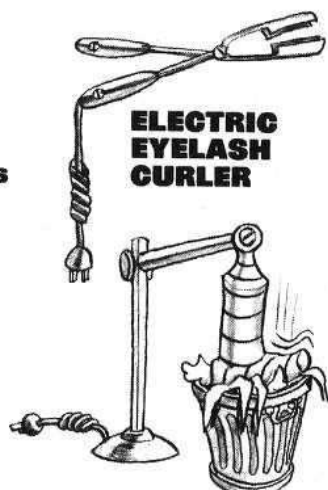
ELECTRIC MAGAZINE



that turns pages by itself?

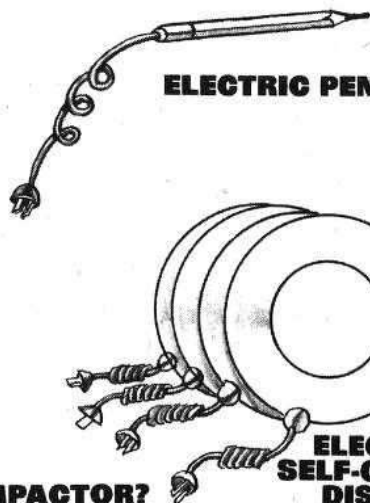


ELECTRIC TOOTHPASTE DISPENSER?



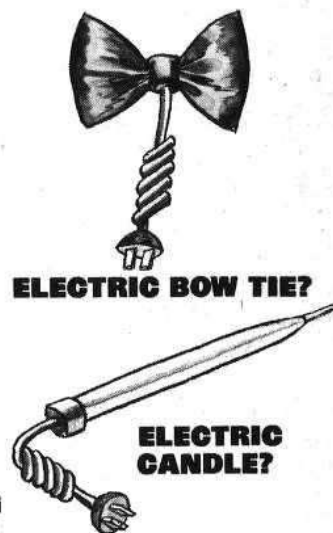
ELECTRIC EYELASH CURLER

ELECTRIC TRASH COMPACTOR?



ELECTRIC PENCIL?

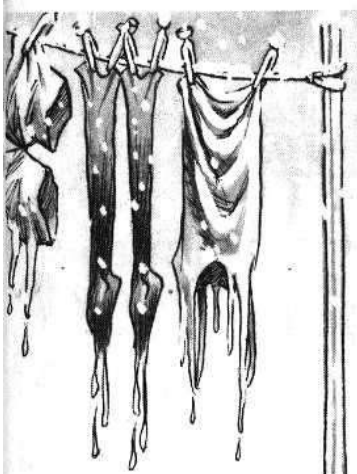
ELECTRIC SELF-CLEANING DISHES?



ELECTRIC BOW TIE?

ELECTRIC CANDLE?

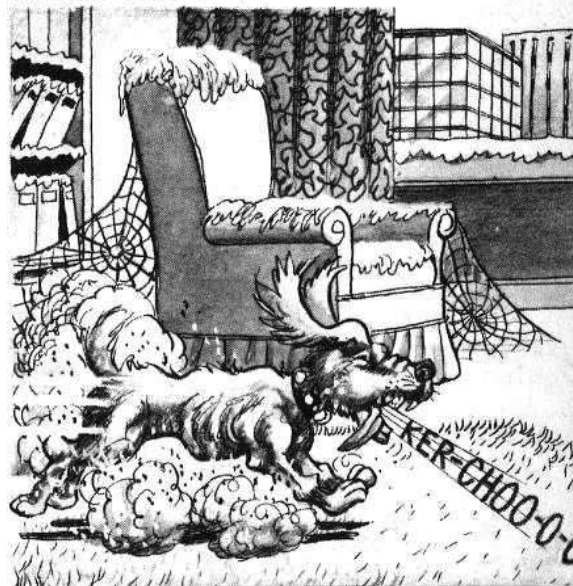
Instead of a clothes dryer, dry your laundry on a clothesline all-year-round ...



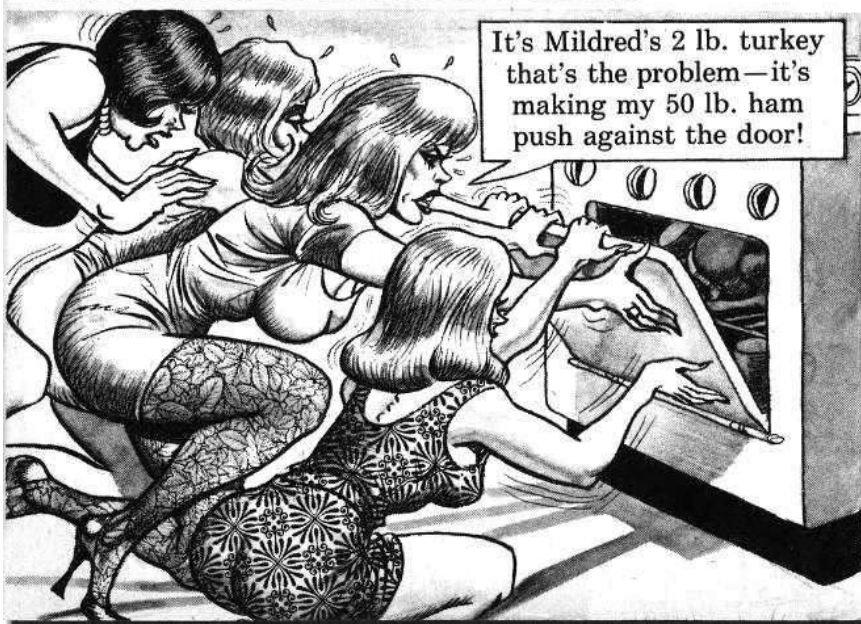
Get rid of your electric clock and try using a non-electric one ... What time is it, dear?



And instead of doing it once a week, vacuum once a month from now on ...



Forming cooking parties with the neighbors saves electricity as one stove can be used instead of many ...



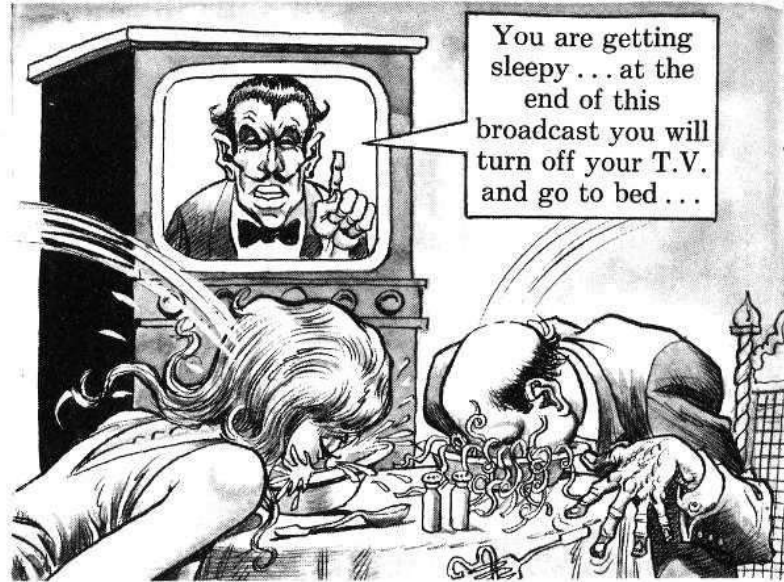
And instead of using electric or gas ranges, neighborhood fire-eaters could be hired to heat up food ...



People could break the habit of always turning on the light when they enter a room ...

Reading lamps could be eliminated too if books were printed in day-glow paint ...

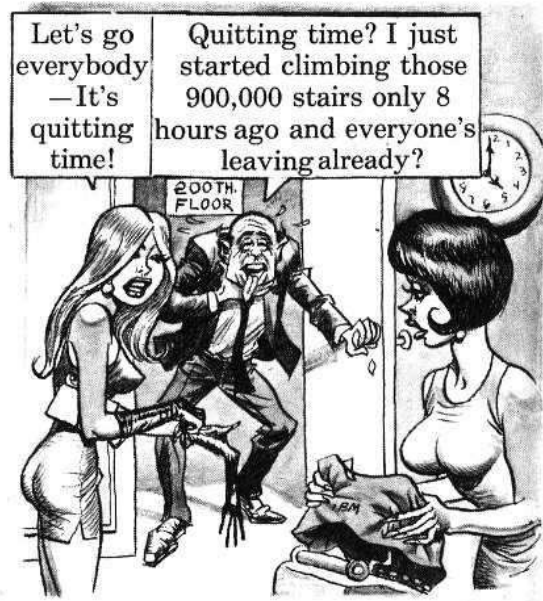
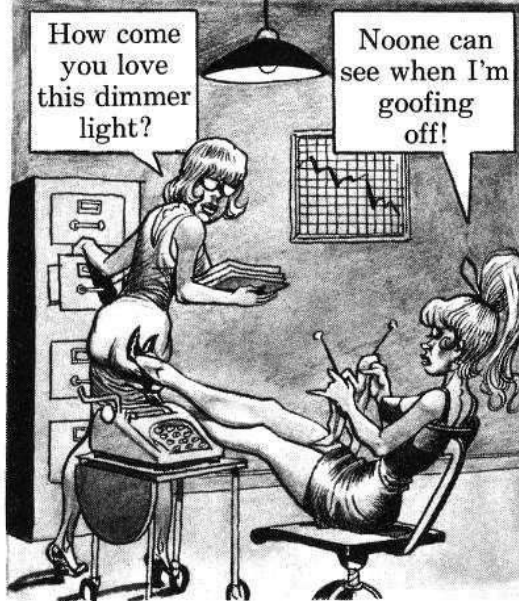
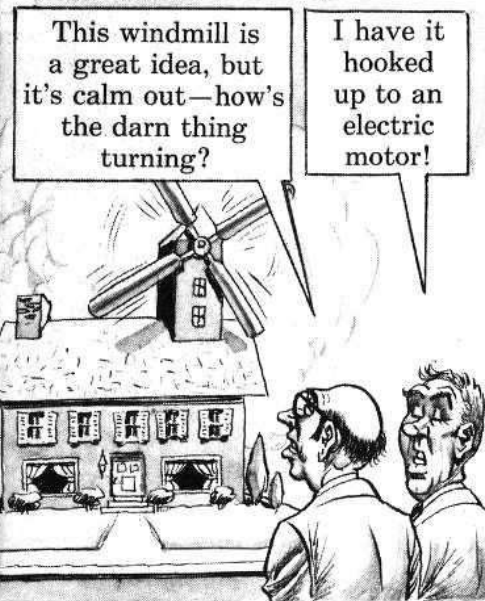
And billions of volts of electricity could be saved each evening if a hypnotist were included on the 6 o'clock news ...



Electricity could be eliminated if homes were powered by windmills...

In office buildings, 100 watt bulbs could be substituted by smaller 15 watt ones...

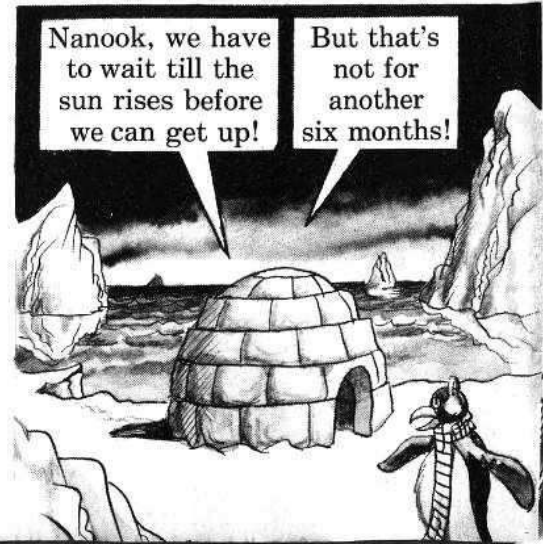
And elevators could be turned off and replaced by old-fashioned stairs ...



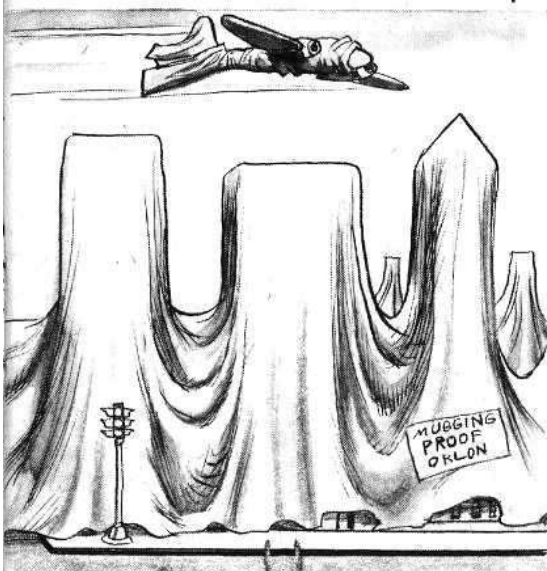
Cold showers could be taken instead of hot ones because they use much less fuel ...

In fact, fuel for heating showers could be eliminated altogether if cities were sprayed daily with a deodorant ...

People could alter their sleeping habits, sleeping when it's dark and working when it's light ...



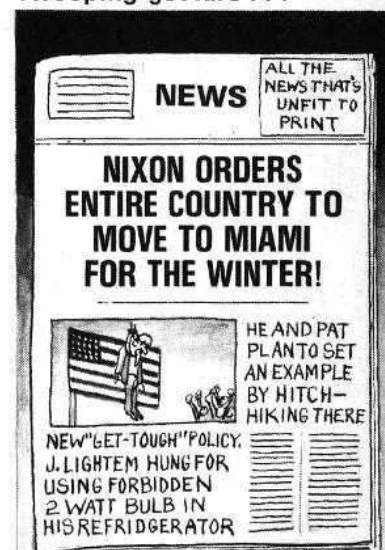
We could also save heating fuel if huge blankets were placed over each city at night so the heat from the sun wouldn't escape ...



In office buildings a lot of heat could be saved on the job if people just wore a sweater or two while working ...

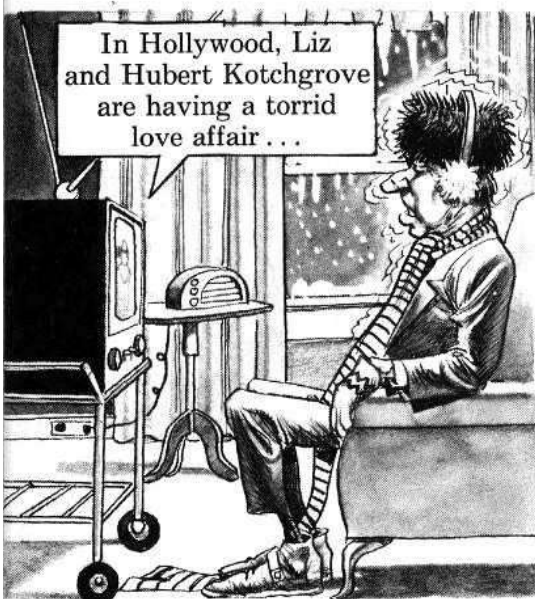


Better yet, we could eliminate the need for heating fuel entirely with just one sweeping gesture ...



The power of suggestion could be used in all media to make people feel warmer than they actually are, so that they turn down their heat ...

In Hollywood, Liz and Hubert Kotchgrove are having a torrid love affair ...

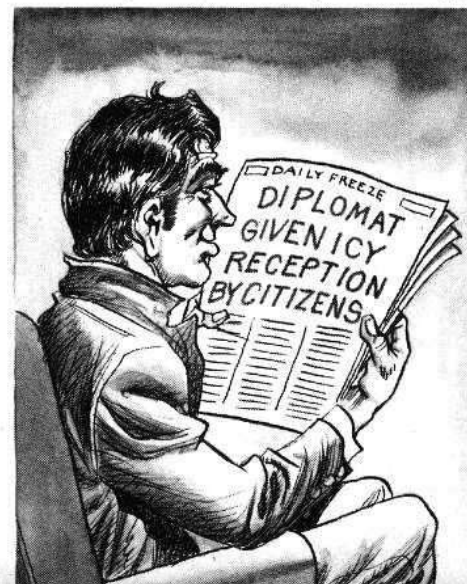
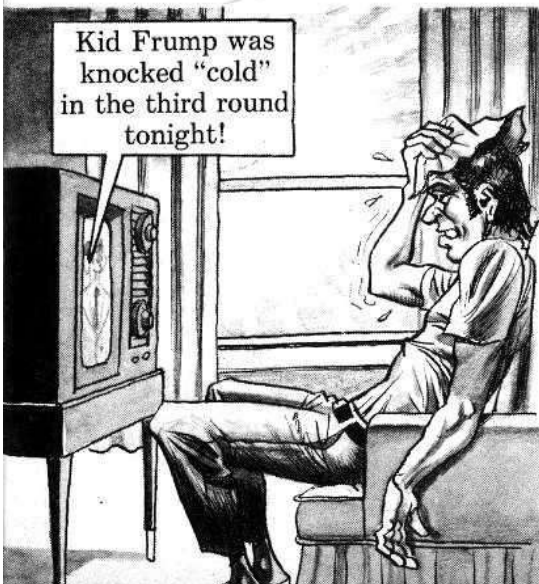


Rangers get "hot" and win 2 in a row ...



And in the summer, we could do just the opposite ...

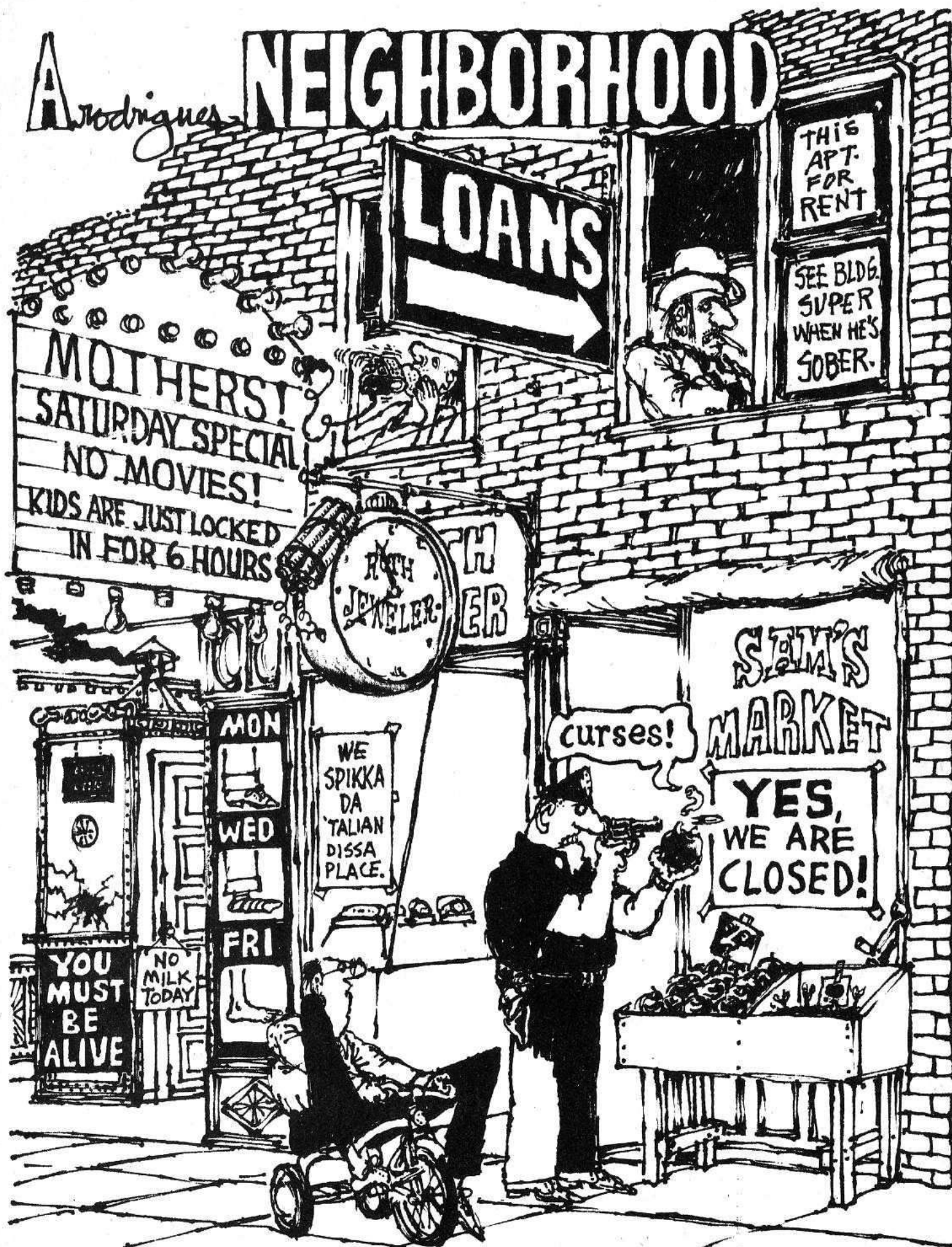
Kid Frump was knocked "cold" in the third round tonight!



Yes, Friends, prices are "frozen" again ...



A *Rodriguez* NEIGHBORHOOD





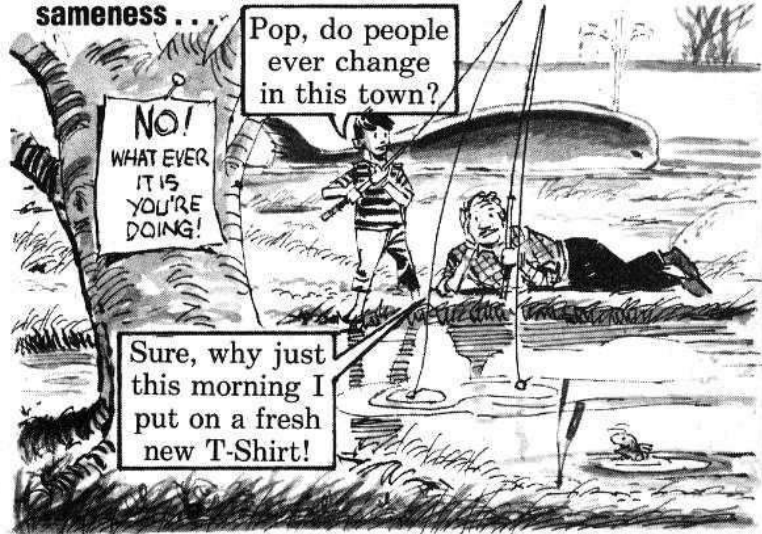
Are you thinking of escaping the throbbing metropolis for a quieter life in the hinterlands? Well, before you take a step in either direction, we suggest you check out the pros and cons of each, by reading this next article aptly entitled ...

THE BIG VERSUS THE

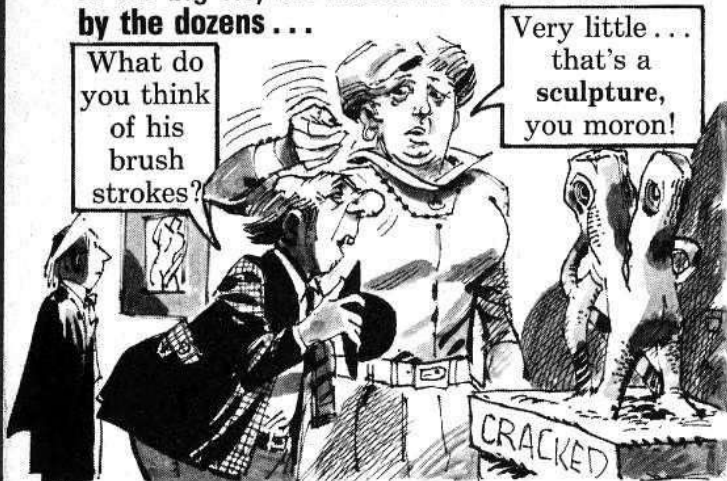
In the big city, change is the key word ...



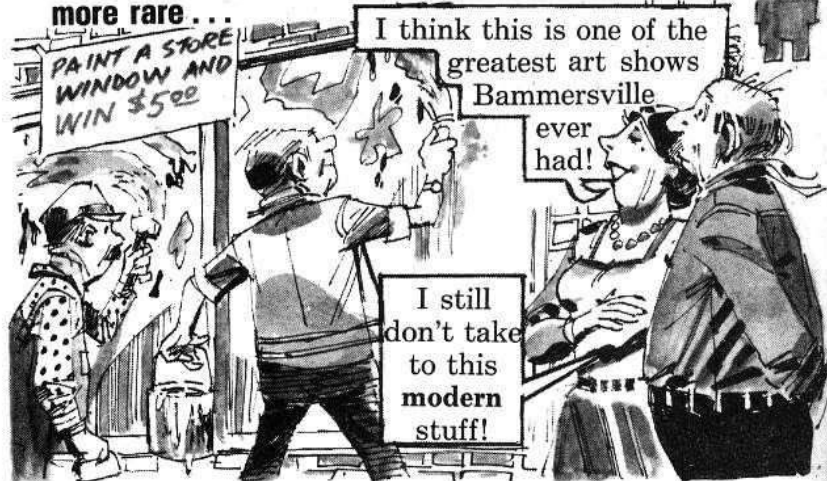
While in the small town, the accent is on sameness ...



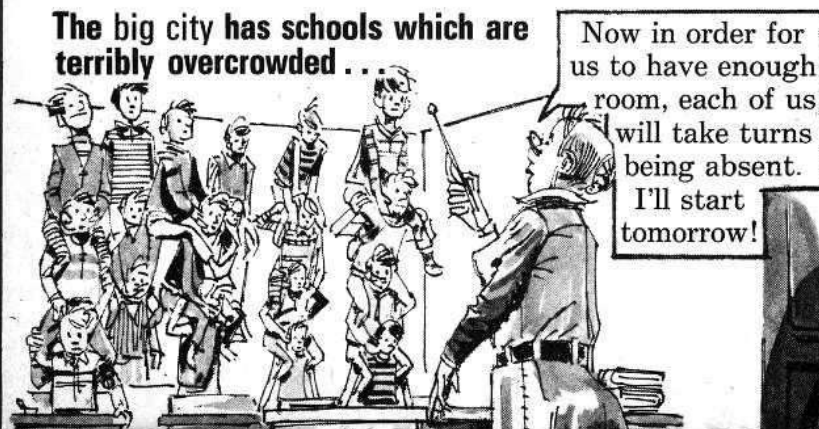
In the big city art museums can be found by the dozens ...



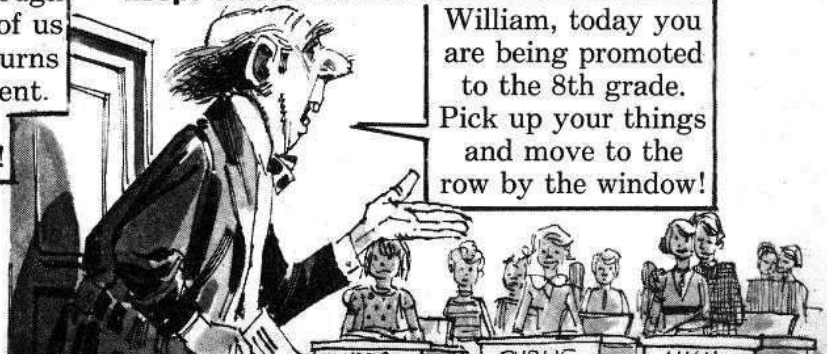
While in the small town, art shows are much more rare ...



The big city has schools which are terribly overcrowded ...



While the small town's lack of population keeps classes down ...



CITY

SMALL TOWN

WRITER: JOE CATALANO

ART: BERNARD BAILY

CRACKED is looking for something in a place you couldn't have lost it in because the light is better there ...

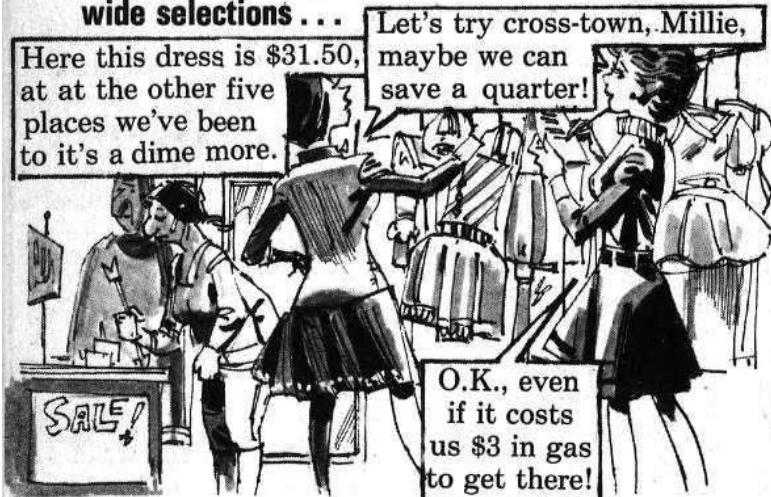
The big city offers excitement at every corner ...



While the small town offers a relaxed way of living ...



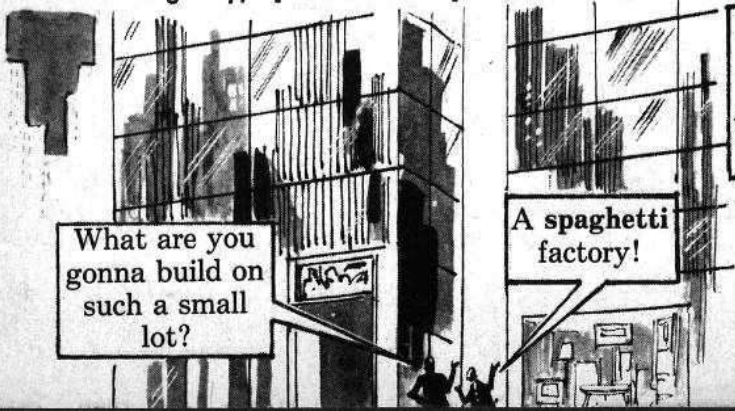
The big city has dozens of stores offering wide selections ...



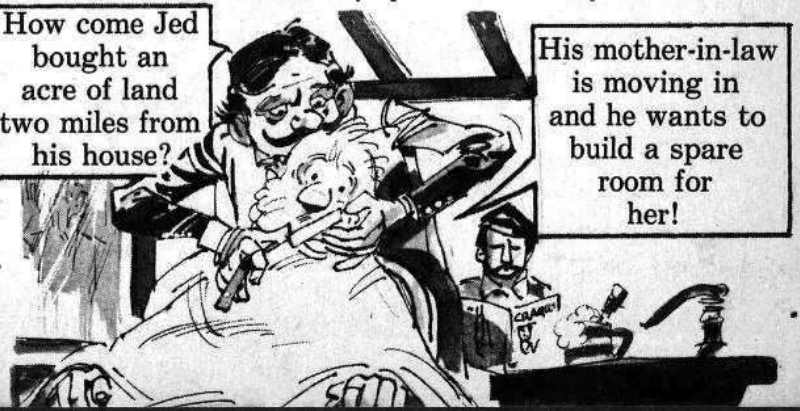
While in the small town, there is very little choice ...



In the big city, space is at a premium ...



While in a small town, space is all they have ...



In the big city, there are 100-floor buildings where the view goes on for miles...

Even with all the smog, I can see the Goblitz Building out there.

But, Dad, isn't that the building across the street?



In the big city, country bumpkins are always being taken by tourist traps...

Golly, you wanna sell me a new \$200 watch for only \$3.50?

Why so cheap?

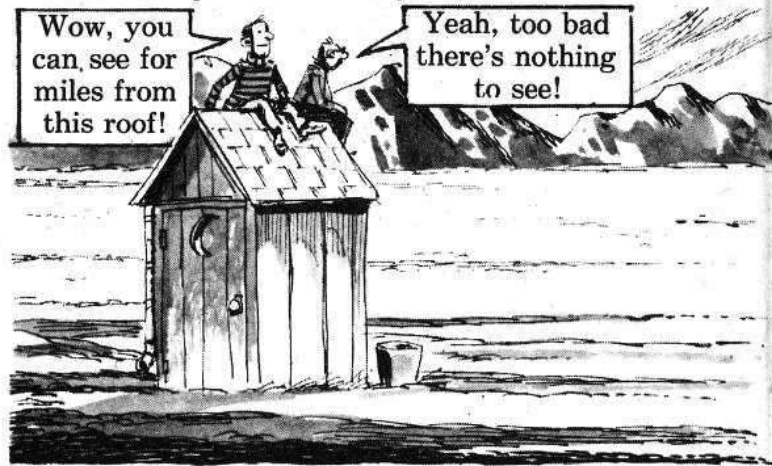
I gotta make room for the new models!



In the small town however, you can see more from just a two-story roof...

Wow, you can see for miles from this roof!

Yeah, too bad there's nothing to see!



But in a small town, city slickers usually get theirs too...

But, officer, I was only going 5 miles an hour!

SPEED LIMIT 4 1/2 MPH

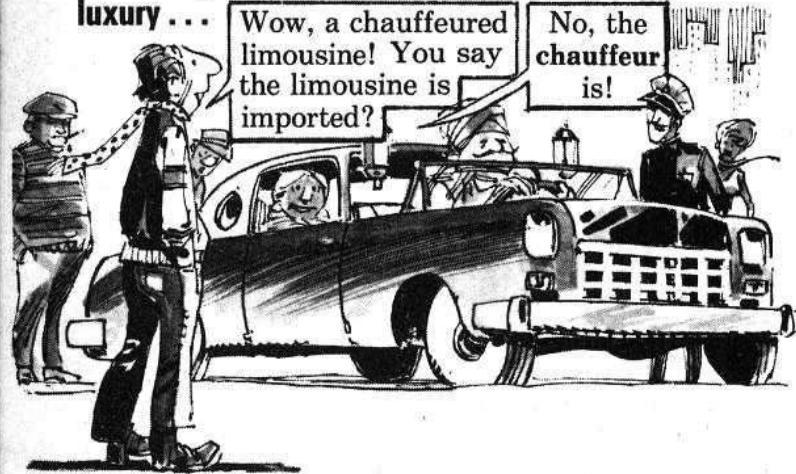
In a 4-1/2 miles-an-hour zone? Sorry, boy!



In the big city, status is associated with luxury...

Wow, a chauffeured limousine! You say the limousine is imported?

No, the chauffeur is!



But in the small town, status is far more practical...

My gosh, the Harrises just got another egg-layer.

That makes them a two-chicked family now.

Wow, that's class!



So after a close scrutinization of each, it seems that both the small town and the big city have just as many faults as the other, leaving only one practical alternative...



Each year manufacturers rack their brains trying to come up with new products that people will spend their hard-earned money on. And what items get snapped up first? The worthless ones that actually do the least and cost the most! If you doubt us, just settle back and read the newest edition of a popular American mail-order publication. Of course we've got to be talking about . . .



The Seers Rubbish

catalog
of
useless
items
for 1974

This year including
the new **SEER'S** Electric
Pogo Stick—that
will have you
jumping for
joy!

Seers, Rubbish & Co.
Makesme, Ill.
Founded 1864—Lost Again 1904

SUPER-GLUE

is strong enough
to support a
TWO-TON ELEPHANT

(Unfortunately, it will
not hold together
anything weighing
less than two tons.)

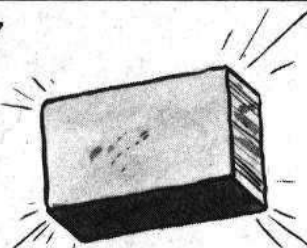
Long used exclusively by Hima-
layan scientists, Super-Glue is
being made available to the gen-
eral public for the first time. Or-
der now—don't get stuck!

Stock #345678 Price: \$8.99 per bottle*
(*\$8,000 per elephant)



The First Revolutionary New Potato Masher In 100 Years!

The SEERS 1974
**"POTATO
BOPPER"**



Stock #345678
Price: \$9.99*
(*available in
brick red only)



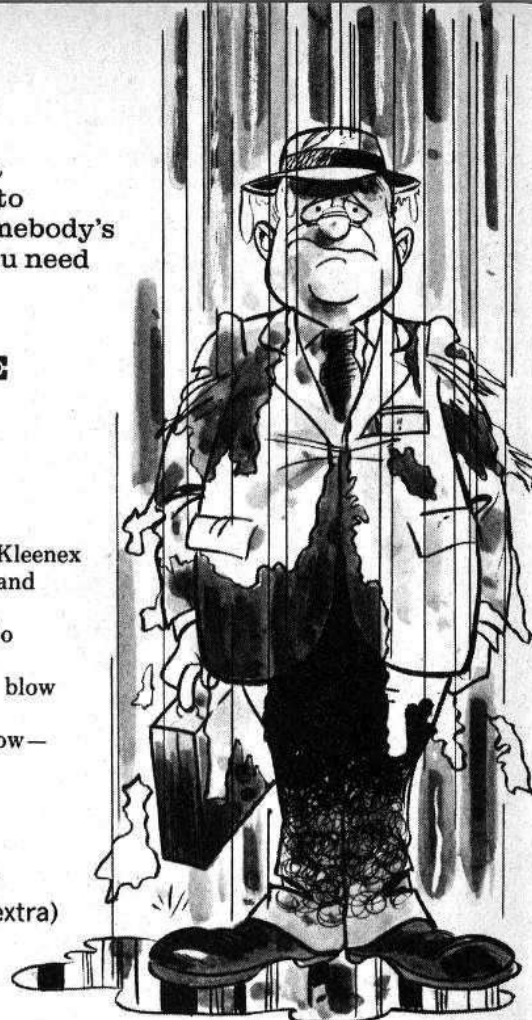
Made of real solid material, this handy device accents the *mashed*
in mashed potatoes. And it's so easy to use—one clomp and presto!
—you've made an impression. Order one for yourself and one for
a friend. You'll get a real bang out of it.

Hate carrying a
wet raincoat into
the office or somebody's
home? What you need
is the new

SEERS DISPOSABLE PAPER RAINCOAT

Made of the same
strong material as Kleenex
tissues, use it once and
throw it away.
It's small enough to
fit in your pocket.
And you can even blow
your nose in it!
So order yours now—
don't save it for a
rainy day!

Stock #345678
Price: \$8.99 each*
(*Paper Galoshes extra)

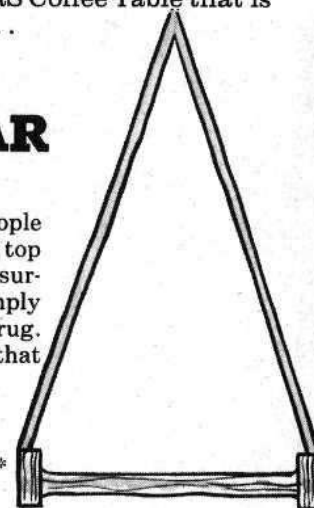


Is your coffee table full of scratches and stains
because of things left on the top? What you need
is the newly-designed SEERS Coffee Table that is
making furniture history...

THE SEERS TRIANGULAR TABLE

With this unique design, people
can no longer leave things on top
of the table that'll scratch the sur-
face or mar the finish. It simply
slides everything off onto the rug.
And we can even sell you a rug that
resists spilled food too!
Order your Triangular Table
today!

Stock #345678 Price: \$89.99*
(*cup of coffee extra)

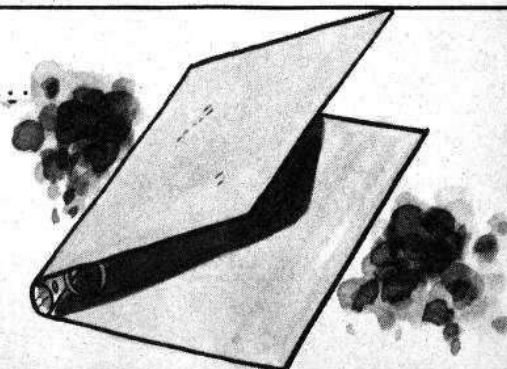


Now you can keep all your 1974 issues of **LIFE Magazine** together
in one neat, clean and presentable volume forever, with Seers new...

LIFE MAGAZINE 1974 BINDER

The perfect size for having *Life* in a bind.
Order today before it's completely gone. Your life, that is!

22 Stock \$345678 Price: \$18.99*
(*will have you in a bind)





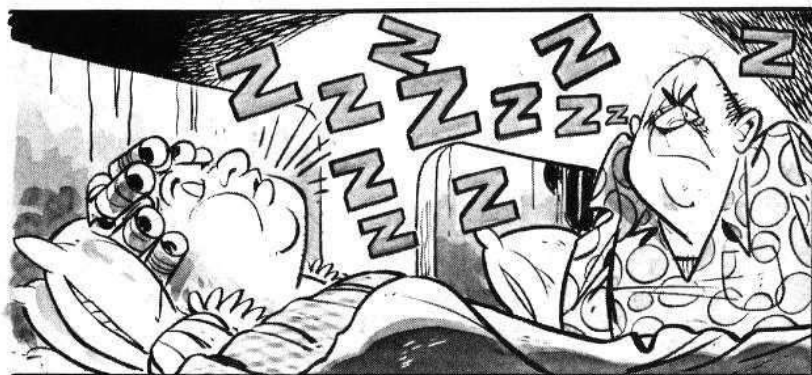
If your teenage daughter is called a "freak" because she's one girl in ten who suffers from perfect skin—here's good news for you!

Try SEERS NEW IMPERFECTO CREAM



Imperfecto is a greasy, smelly cream that clogs the skin pores and promotes blackheads. In no time at all, even the clearest skin will be blossoming into acne. Then, to keep it blossoming, just keep on a diet of chocolate bars, maple syrup and aardvark oil. Now available in the 264 oz. tube—over a two-week supply.

Stock #345678 Price: .99 a bottle*
(*includes free plastic pimple)



Do you suffer thru this every night?
Then try the revolutionary new
anti-snoring device...

STOPPETTES

Stoppettes are two scientifically-designed nose
plugs that will end snoring forever. With Stop-
pettes your nights will suddenly be like this... So
order yours right now—don't even sleep on it!



Stock #345678 Price: \$5.99 a pair*
(*mouth plugs slightly higher)

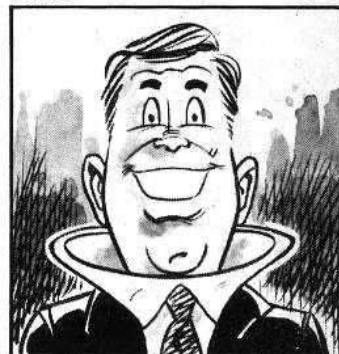
At last! You don't have to find dandruff lying all
over your shoulders! You can end that embarrass-
ing snow-storm with the exclusive new...

SEERS DANDRUFF COLLAR

Before



After



Comes in eight different colors to match your outfit so that
no one will know it's there. Hate that dandruff?
Then order the Seers Dandruff Collar today—
before you flake out completely!

Stock #345678 Price: \$14.99*
(*no strings attached)

For all those people who have never eaten ketchup
because it reminds them of blood, here's great news
for you:

SEERS KETCHUP KOLOR-KOATER

This is a new SEERS dye made exclusive-
ly for ketchup that will instantly turn it
into a beautiful rainbow color in less than
ten seconds! Now even the squeamish can
enjoy eating ketchup—and it will not al-
ter the taste in any way. Except maybe
giving it a banana after-taste (due to a
chemical reaction between the dye and the
ketchup). So order several bottles today
—color your meals for months to come.



Stock #345678 Price: \$1.99 per bottle*
(*for contents of bottle add \$2.99)

Are you saving your Ear Wax, but have no place to
store it? You do now, with Seers brand-new

LANO WAX CONTAINER

Guaranteed to keep your ear wax as fresh as the day
you put it in. Made of tough, heavy-duty glass. Or-
der several—use them as candle holders!

Stock #345678 Price: \$4.99 a jar*
(*closed they're \$5.99)



Your knees
needn't be if you cover
them with SEERS...

NIPPY



KNEE NAPPERS

These are small swatches of a miracle material known as elastic. They slip right over your kneecaps to give you instant warmth. So why go through Knee-dless suffering? Shake a leg and order yours today!

Stock #345678
Price: \$8.99 a yard*
(*or order by the foot!)

Has the rubber floor mat that protects the carpeting in your car ever worn out on you? If so, what you need is the new Seers...

PLASTIC CAR-MAT PROTECTOR



Don't let your rubber floor mat wear out on you every 6 or 7 years and threaten your car carpeting. Get the new Seers Plastic Car-Mat Protector—it's a step in the right direction.

Stock #345678 Price: \$25.99 a piece*
(*or \$26.99 for whole one)

SEERS VEGETRAUMATIC MIRACLE MACHINE

Takes sliced, diced, minced, mashed and mangled pieces and turns them back into whole vegetables!

Step 1



Step 2



Step 3



Puts together corn, apples, carrots, potatoes, succotash, pineapples, yams, sweet potatoes—whatever's lying around. You'll wonder how you ever lived without it! Mis-read that recipe and diced that onion by mistake? It will never happen to you again if you order a new SEERS VEGETRAUMATIC MIRACLE MACHINE today! It makes mountains out of molehills!

Stock #345678 Price: \$129.99*
(*batteries 2¢ extra)

With everyone concerned about the Energy Crisis, now is the time to switch to the SEERS line of

GASOLINE-POWERED ALARM CLOCKS

- runs over two years on just one gallon of gas
- dependable piston motor



- no wasted electricity

If you love our environment, you too will want to switch to the Seers line of Gasoline-Powered Alarm Clocks. It will really make you get up and go!

Attention Campers: In addition to our other fine Freeze-dried Food Products, Seers now introduces the newest member of the family:

SEERS SIX-PACK DEHYDRATED WATER



Light and easy to carry on trips—Just add plain water! Each can makes one full gallon of water. Just open, pour it into a container, and add one gallon of H₂O for perfect water everytime! Try our product and you'll find that there's nothing like it!

Stock #345678 Price: \$2.99*
(*towel extra)

THE COMPLETE ANTARCTICA TELEPHONE DIRECTORY

- Bound in 100% Mammoth Hide
- Over 10 pages thick

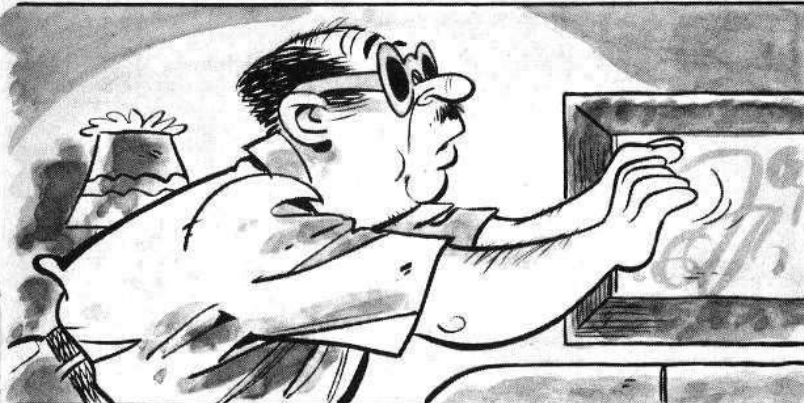


You never know when you're going to run out of ice at a party, or need to reach a loved one in the Arctic. Now you needn't trek to the Library, or waste time calling Information... not when you can have your own private edition of the Antarctica White Pages in your own home.

Stock #345678 Price: \$15.99*
(*fully defrosted)

Attention Eyeglass Wearers: Any simple flying projectile could break your glasses unless you use the protective device of

SEERS EYE-GLASS GUARDS



These are small pieces of impenetrable black wood that fit right over the front of your lenses and they're guaranteed not to break—EVER!! Don't take chances with your eyes—see your way clear to buy a set today!

Stock #345678 Price: \$7.99*

(*also available in contact wood)

Why do so many busy executives wear the SEERS MESSAGE SHIRT

It's the only business shirt on the market with lines printed across it for taking messages—and when you run out of paper, that's a comforting thing to know!



Big meeting? Lots of things to remember? No paper on hand?

Even the President wears one—the President of SEERS, that is!

Stock #345678

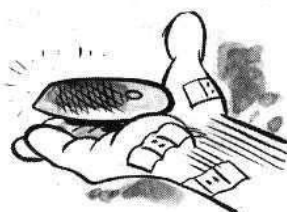
Price: \$15.99*

(*add \$1.00 for buttons)

Do you keep cutting yourself all the time? It won't happen again, if you use the

NEW SEERS BLADELESS KNIFE

The SEERS new line of bladeless knives have the dulllest edge ever conceived by man. Guaranteed not to cut anything, let alone the mustard. Remember—the only safe knife is a dull knife!



Stock #345678

Price: \$13.99*

(*handle extra)

REVOLUTIONARY FOR 1974:

AUTOMATIC ELECTRIC TOOTHPICK!

The most dependable electric toothpick on the market today. No motor—no moving parts—made of safe, reliable wood. So order today—while the pickin's are good!

Stock #345678 Price: \$39.99*

(*\$42.99 with piece of meat attached.)



When you settle back to relax with a record, does the music bother you?

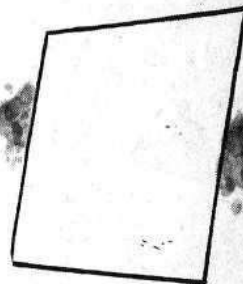
If so, SEERS has developed a whole new line of *silent* albums. Each record features one complete hour of soothing, unretouched and crystal-clear silence. And there are many different titles to choose from, including:

- SH-HHH!
- The Sounds of Silence
- All Quiet on the Western Front
- Unrecorded Music From the 40's
- An Evening With Marcel Marceau

Ideal for parties as they never interfere with the conversation. Orders yours today. Need we say more? Talk is cheap!

Stock #345678 Price: \$6.99 per record*

(*4 records in an album makes it \$27.96)



HOW TO ORDER FROM THIS CATALOG

(The Complicated SEERS Way.)

Fill out the coupon below and mail it with the exact amount to your nearest friend's house. The friend should then check the addition before mailing it to us in California where, after we check the addition, it will go by bus to our New York Warehouse. Allow 8-10 months for delivery (after all, you don't need these things anyway!)

Item	Stock No. (be sure this is accurate to avoid being sent wrong item.)	Quantity	Color	Total price
Your name		total:		
Your address (if any)		Add 90% sales tax		
Telephone number (in case we want to bug you):		Add \$85.00 for postage		
Insurance number (in case we trip on your stairs during delivery and decide to sue you):		Add your bank balance		
Total: (ad Nauseum)				

(You clip coupon—we clip you)

An hour after you read this feature,
you'll feel like reading it again.
How come? Mainly because
we now take...

A CRACKED LOOK



AT A CHINESE RESTAURANT



OUR
POO!
ATTER!
TOR'S
ICE
STAIRS

Tell me, sir, you're an ex-native—what do you think of Red China?

O.K., but should never be served on a blue tablecloth!

I always feel I'm talking like a baby when I order in a Chinese restaurant: moo goo gai pan...wor shu up...

I hear the caucasian boy over there is the son of the proprietor?

Can't be—two wongs don't make a white!

What is the \$1.50 special?

You pick one dish from Column A and all you want from Column B

But there's nothing listed in Column B.

Now you know why it only \$1.50!

\$1.50 SPECIAL
COLUMN A
COLUMN B

COURSE
OF
FOOD

You look sick—indigestion?

No—low-mein-poisoning!

What's the matter, Henry?

A Chinese Restaurant is the only place in America where you can get a splinter from using the silverware!

Waiter, can we have a doggie bag to take these leftovers home?

Oh, you want to enjoy food in comfort of own home later on?

No, we have a couple of rats in the basement and we thought this stuff would be great for killing them!

Waiter, why do you keep passing me by?

So sorry, I was trying to remember where you were—in Chinese restaurant all customers look alike!

That was a very good meal, only I could swear there was parmesan cheese in my chow mein.

Could be—the chef's name is Calucci.

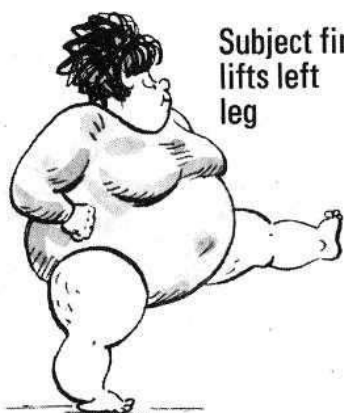
DOGGY BAG

WART
OF CRAB

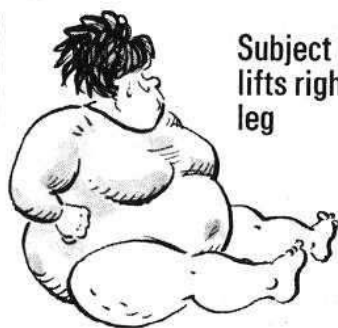
Overweight people—you can now rejoice! At long last someone has come up with a miracle cure to keep people from overeating. We're talking, of course, about the skyrocketing food prices under President Nixon's Phase IV economic plan. However, to the few who still may not be able to restrain themselves at the dinner table, we also offer our own new cure-all...

CRACKED'S SURE-FIRE GUIDE TO WEIGHT CONTROL

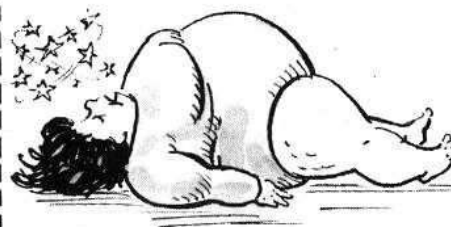
To supplement crash diets CRACKED proudly introduces the CrashExercise



Subject first
lifts left
leg



Subject now
lifts right
leg



Resulting crash guarantees
subject will not be eating,
as she lies unconscious
on the floor!

Ineffective use
of reducing rod



CRACKED now demonstrates
maximum effective use of
reducing rod... rap
fatso's hand with
rod everytime she
reaches for goodies!



Burning off
calories the
ineffective
way



Burning off
calories the
effective
CRACKED
way



CRACKED'S Exotic Weight-Losing Recipe

- | | |
|-----------------------------|--------------------------------|
| 1 tablespoon yak butter | 2 5 oz. aardvark chops |
| 2 large poached condor eggs | 3 cups zebra milk |
| 1/2 cup white-whale blubber | 1 saucepan African vine leaves |

Combine ingredients and simmer for 30 minutes. Garnish with dehydrated armadillo flakes and serve.

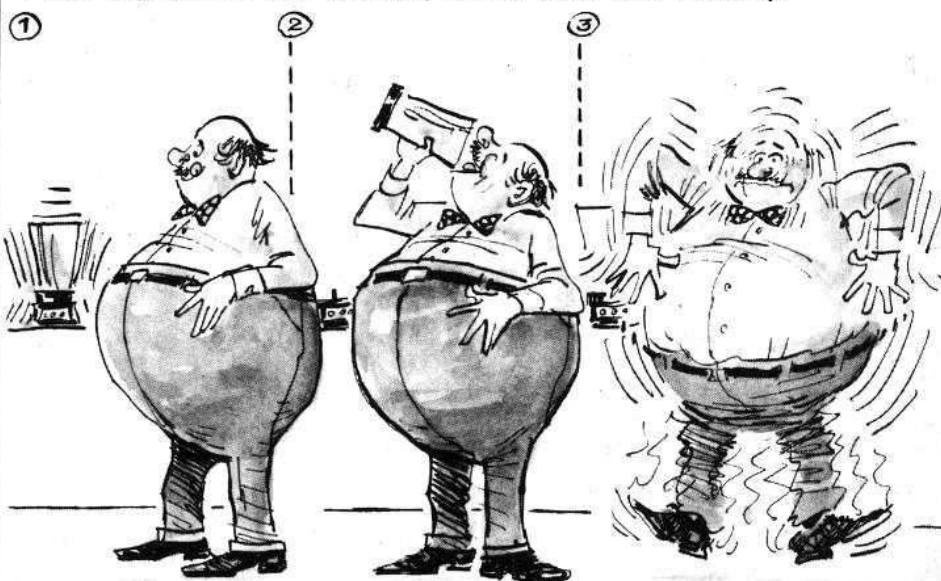


Diet's effectiveness lies in having diet-er so engrossed in scurrying all over town for hard-to-find items that he temporarily forgets about eating!

CRACKED'S Hotcha Weight-Losing Recipe

- | | |
|------------------------------|-----------------------------|
| 1 cup hot chili sauce | 1 pt. tequila |
| 1 12 oz. bottle horse-radish | 3 tablespoons panther sweat |
| 6 red peppers | |

Place ingredients into blender, shake well and drink up.



Resulting vibrations are guaranteed to burn off oodles of fat!

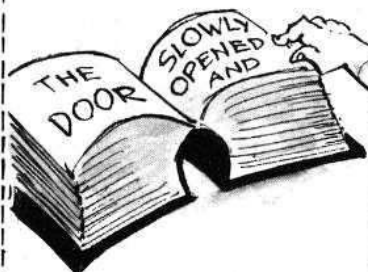
CRACKED'S SUPER-DUPER REDUCING GADGETS

CRACKED Slot Machine



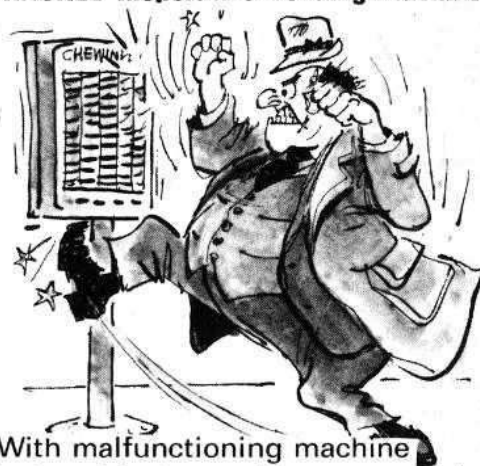
Subject gets valuable wrist and stooping exercises

CRACKED Exercise Novel



With only a few words on a page, subject gets valuable finger exercises

CRACKED Inoperative Vending Machine



With malfunctioning machine, irate subject exercises every muscle in his body

Ordinary
Massage-Machine
has limitations



**CRACKED'S Adjustable
Massage-Machine**
can even help fatheads
to reduce



CRACKED'S Portable Massage-Belt
enables fatties to work off calories at
the same time they put 'em on

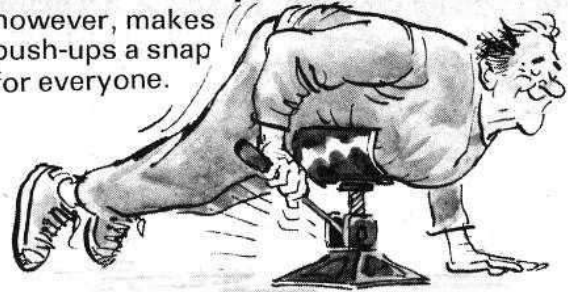


Some fatties find the push-up exercise difficult to execute

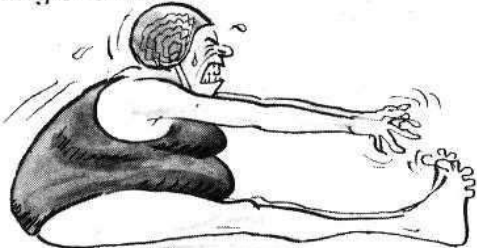


CRACKED Tummy-Jack

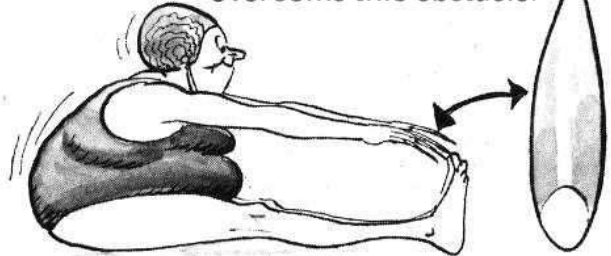
however, makes push-ups a snap for everyone.



Wide-girth presents a problem during foot-reaching exercise



CRACKED'S Artificial Fingernail helps overcome this obstacle.



Toe-touching exercise is impossible task for some



Ordinary mirror deceives the stout into thinking they're slim



CRACKED MIRROR does not lull the stout into false sense of security.



Ordinary Exercise Ladder is moderately effective for shedding pounds



CRACKED Exercise Ladder is most effective for doing this.



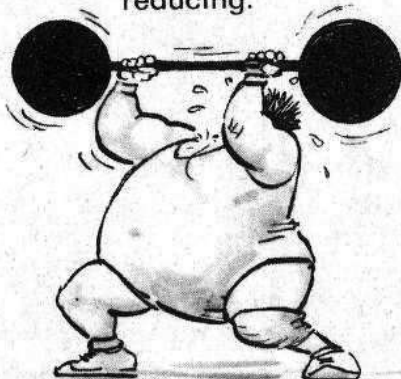
CRACKED'S Sultan-Type Slippers make this exercise easy to perform.



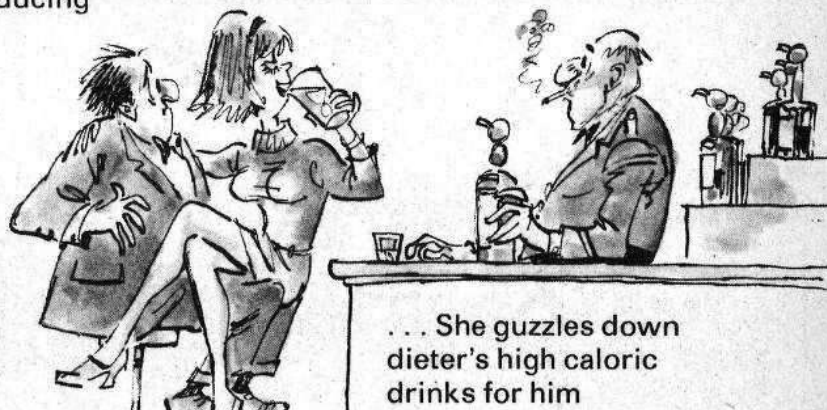
Fright and tension from reading today's headlines causes subject to lose maximum amount of weight

JEST
'UE

120 LB. BAR BELL
moderately effective for
reducing.



CRACKED 120 LB. BAR BELLE most effective
for reducing

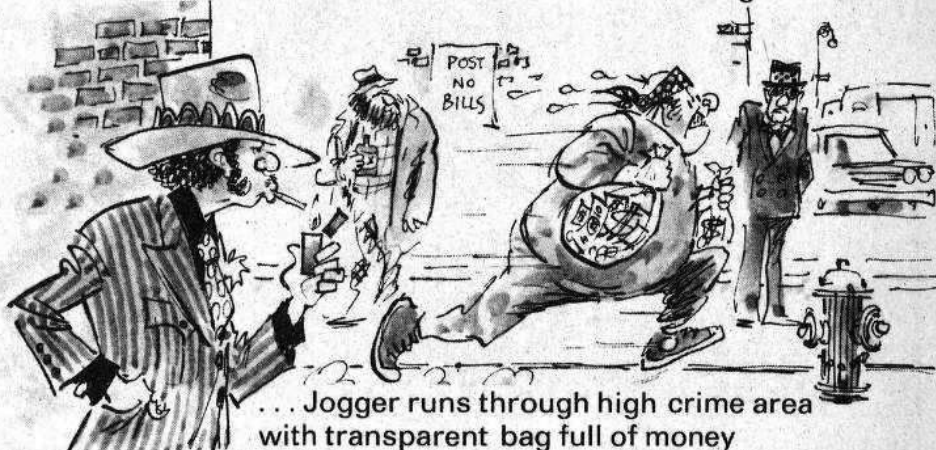


... She guzzles down
dieter's high caloric
drinks for him



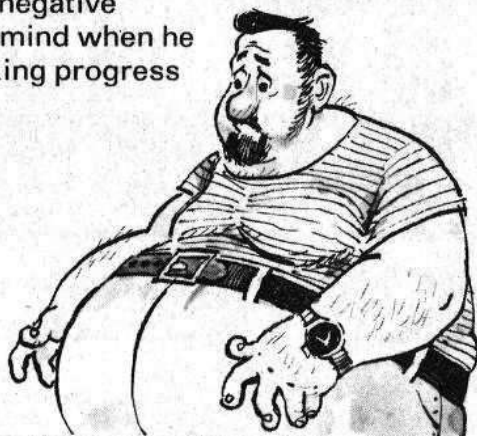
Jogging—
moderately
effective
for
reducing

CRACKED JOGGING most effective for reducing

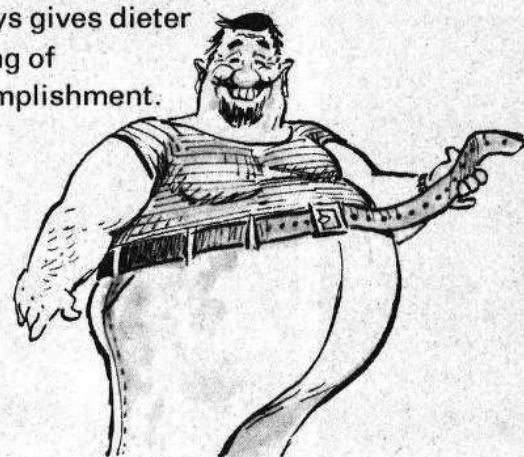


... Jogger runs through high crime area
with transparent bag full of money

Regular belt puts
dieter in negative
frame of mind when he
isn't making progress



CRACKED'S SUPER-LONG BELT
always gives dieter
feeling of
accomplishment.



But the most sure-fire way to
reduce weight is by using a very
simple everyday item you can
carry with you at all times:
... it fits right over your
mouth at the dinner table!




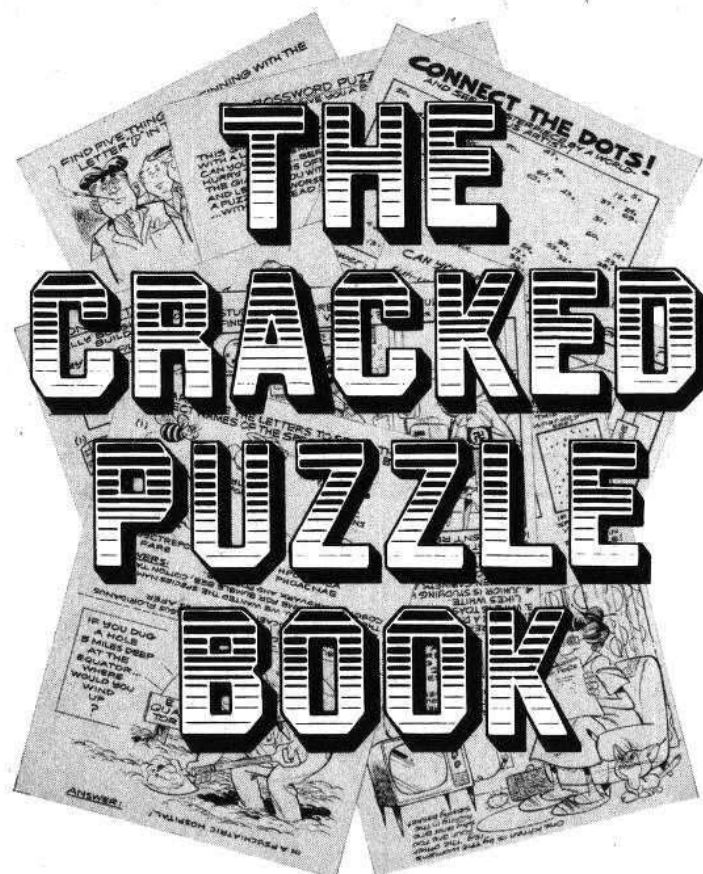
DELL 04058
IS GOING
SOMETHING
FUNNY

9th NUTTY BAG OF NONSENSE

**BIGGEST
GREATEST
CRACKED**

**FREE
16-PAGE
BONUS
INSIDE**

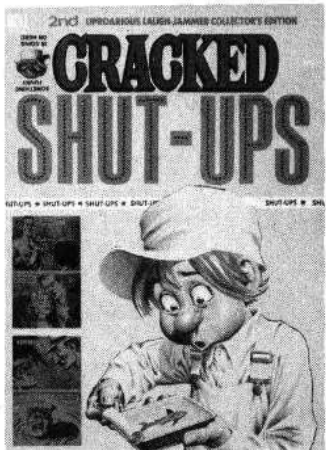
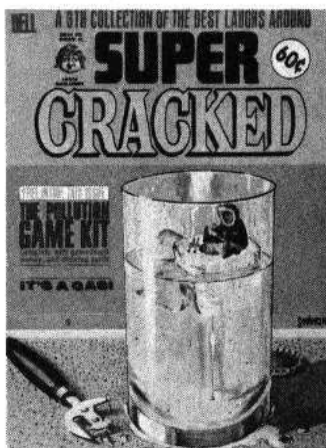
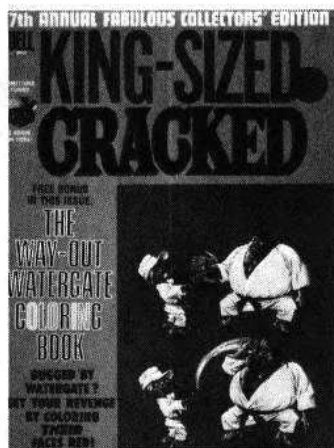
**DO-IT-YOURSELF
MADNESS
GUARANTEED TO DRIVE YOU
SANE!**

Guaranteed To Drive You Sane!

You'll find it in
**9th BIGGEST GREATEST
CRACKED**

Laugh it up soon! Mail coupon today!



CRACKED ANNUALS
235 Park Ave. South
New York, New York 10003

I enclose Send me the Annuals I have checked. (Add 25¢ for mailing)

- ☐ **SUPER CRACKED #6 (60¢)**
 - ☐ **GIANT CRACKED #8 (60¢)**
 - ☐ **KING-SIZED CRACKED #7 (60¢)**
 - ☐ **CRACKED SHUT-UPS #2 (60¢)**
 - ☐ **BIGGEST GREATEST CRACKED #9 (75¢)**
- PLEASE RUSH! enclose 25¢ extra**

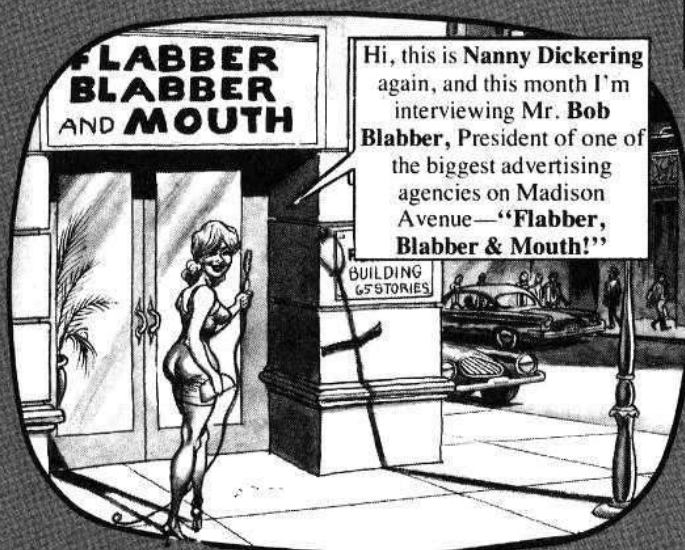
NAME

ADDRESS

CITY STATE ZIP

"Friends, have you tried Mike's Mass Transit System yet? It's the one effective bus service that will get you there safely, put a dent in General Motors' sales by keeping you off the traffic-jammed highways, and kill any body-ticks you might have with its powerful black-exhaust-system!" — — — That, dear reader, is an advertisement of which the average person is exposed to about 200 times a day. Who puts these things out? From what maniacal minds do they come? Well, soon you'll know the answer to these and many other ridiculous questions as . . .

CRACKED INTERVIEWS THE ADVERTISING KING



Hi, this is Nanny Dickering again, and this month I'm interviewing Mr. Bob Blabber, President of one of the biggest advertising agencies on Madison Avenue—"Flabber, Blabber & Mouth!"

Greetings, Mr. Blabber, I'd like to . . .

Excuse me, lady—Hey, Ralph, wanna get this octopus out of my office? It's not what I meant when I said I needed a "leggy type" for a panty-hose commercial!—Now what can I do for you, lady?

I'm Nanny Dickering from Cracked Magazine, here to interview you.

I understand that 9 out of 10 people interviewed by you wind up getting into trouble, is that correct?

Only if they're **untruthful**, sir!

Oh well, it's too late to back out now, fire away!



Tell me, sir, how does an ad begin? — With copy.

Copy is the **written** part—correct?

No, copy is watching other successful ads and then, as the name implies, **copying** them!

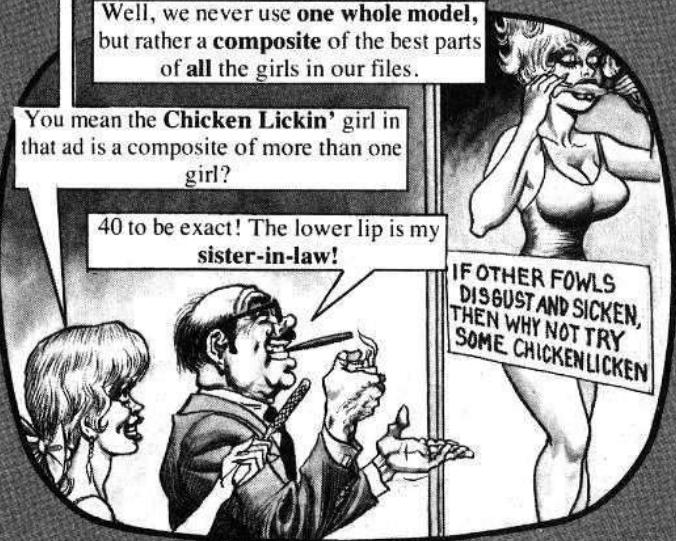


And then you pick a model?

Well, we never use **one whole model**, but rather a **composite** of the best parts of **all** the girls in our files.

You mean the **Chicken Licken** girl in that ad is a composite of more than one girl?

40 to be exact! The lower lip is my **sister-in-law**!



We used this girl's eyes, this girl's mouth, this girl's left nostril . . .

What did you use from this **heavy-set girl** to advertise the chicken?

Her **appetite!**

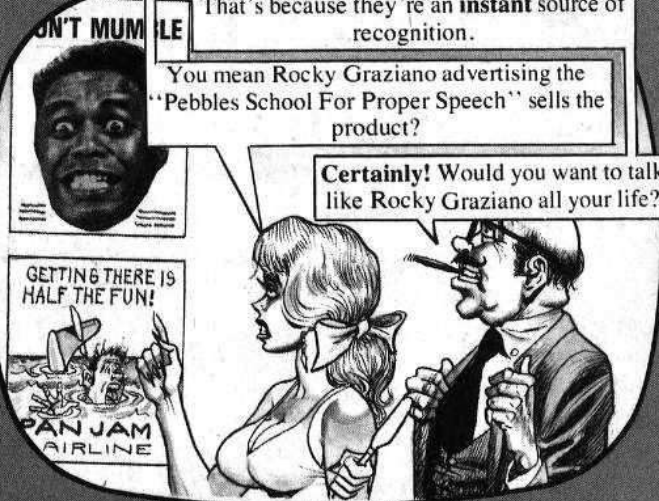


I notice you use **celebrities** to endorse some products.

That's because they're an **instant** source of recognition.

You mean Rocky Graziano advertising the "Pebbles School For Proper Speech" sells the product?

Certainly! Would you want to talk like Rocky Graziano all your life?



Do you **test** a product before you accept the account from a client?

Oh, yes. In here we're testing a candy bar that claims to be **100% milk chocolate**.

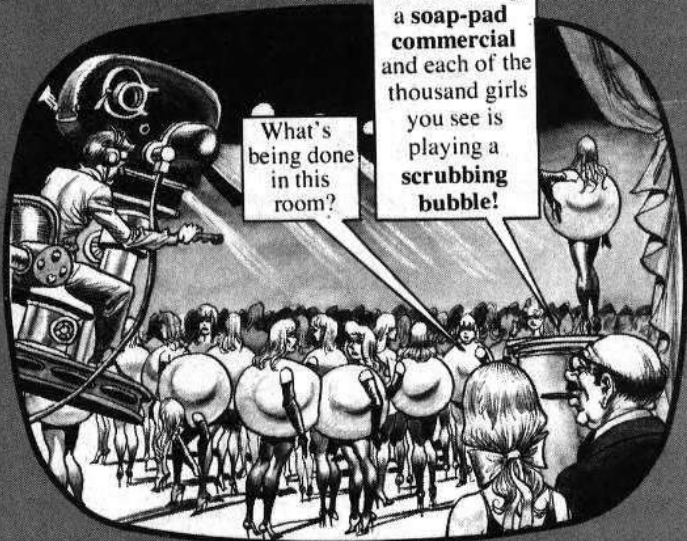
What kind of test are you doing?

We've got 20 teenagers eating it to see how much **acne** they get!



We're filming a **soap-pad commercial** and each of the thousand girls you see is playing a **scrubbing bubble!**

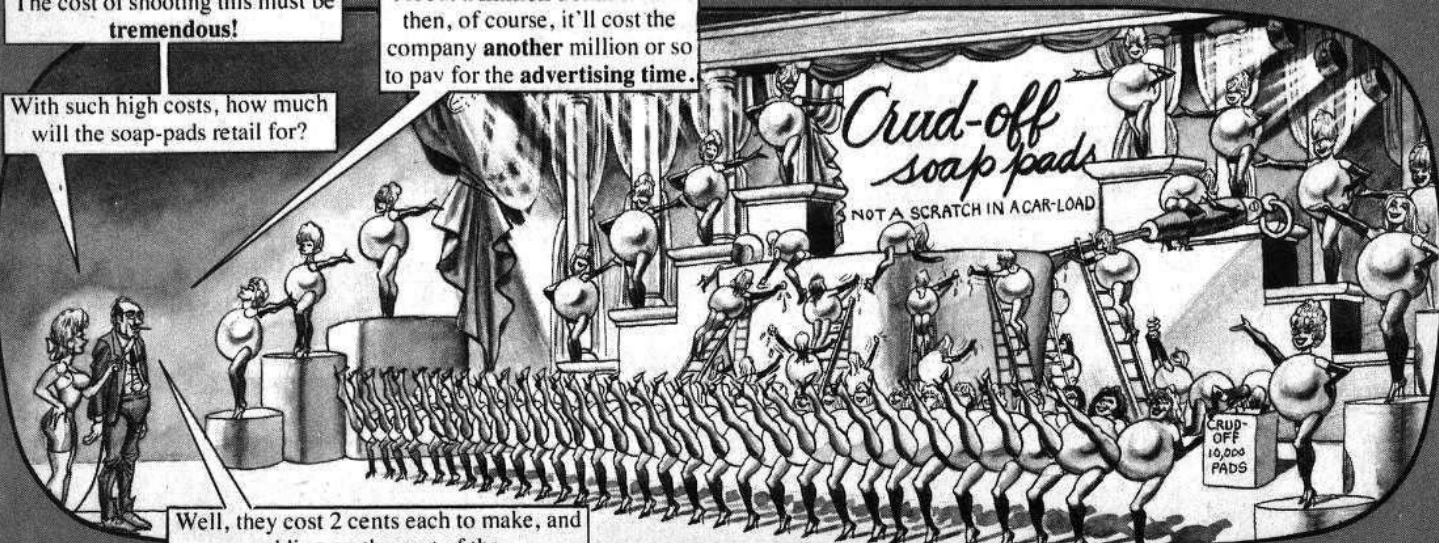
What's being done in this room?



The cost of shooting this must be **tremendous!**

About a **million dollars**. And then, of course, it'll cost the company **another million** or so to pay for the **advertising time**.

With such high costs, how much will the soap-pads retail for?



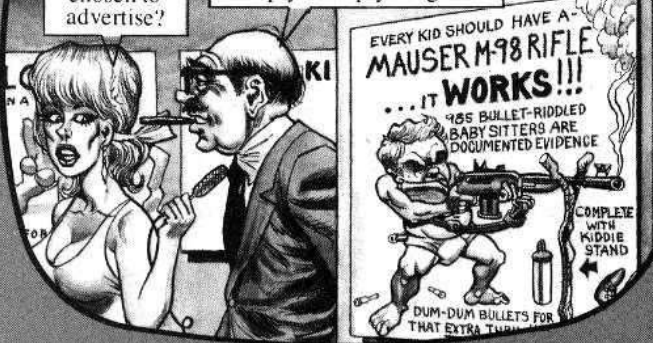
Well, they cost 2 cents each to make, and adding on the cost of the advertising—about **85 cents a pad!**

How important is it to pick the right media in which to advertise?

Very! We had a client once who was trying to sell houses for a retirement village, but failed to unload any of them.

Where had he chosen to advertise?

Humpty Dumpty Magazine!



And then we had another advertiser who was trying to peddle a Man's After-Shave Lotion that was supposed to make you feel sexy and sinful. He was using TV but he flopped too.

He probably was advertising it on "For Women Only"—right?

Wrong!—"Sermonette!"



Do you still use billboards in your campaigns?

Certainly! Why, we used one once on a highway. It was a picture of an unclothed girl, and it had cars cracking up left and right as they tried to look at it. It was very effective.

Why do you say that?

It was for an Auto Insurance Company! And I might add that picture was a good example of advertising exposure!



This is our Costume Room where we can make anyone into an authority.

A doctor? He's the elevator man here. Right now he's getting ready to endorse a new medicine!

You mean that man there whom we see in the TV Liver Pill commercials is not a real doctor?



How important is a slogan?

Very important! Right now we have a cemetery client who's trying to get thieves and murderers to use his services, instead of just dumping their victims into the river.

And what slogan is Morty's Mortuary using?

"You stab 'em, we'll slab 'em!"

MORTY'S MORTUARY



You stab 'em—We'll slab 'em!



We're constantly looking for new media to place our ads. For example, we had a great campaign for "Larry's Loan Company" but the Federal Government refused to cooperate.

The Federal Government? Where did you want to place the ads?

On the backs of Federal Income Tax Forms!



What other new means of advertising have you been trying?

Well, we employed the **Mafia** to help push an Italian salad dressing.

Was this a TV campaign?

No, **door-to-door**! Everyone they visited so far has been buying this salad dressing like **crazy**!

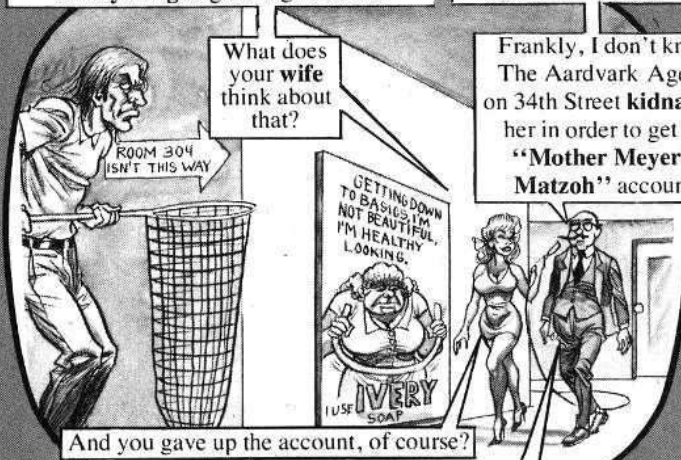


I understand that advertising agencies will do **anything** to get a big account.

Yes, it can be a dangerous business at times.

What does your **wife** think about that?

Frankly, I don't know. The Aardvark Agency on 34th Street **kidnapped** her in order to get our "**Mother Meyer's Matzoh**" account!



And you gave up the account, of course?

Are you crazy! I gave up my **wife**!

Here we're test-marketing a product to see which cup of coffee people prefer most. Then we'll collate the facts and use them in our advertising.

They seem to be enjoying **Cup A**, but hating the contents of **Cup B**.

Well then, we can honestly say that 100% of the people tested preferred **our** coffee over another leading brand!

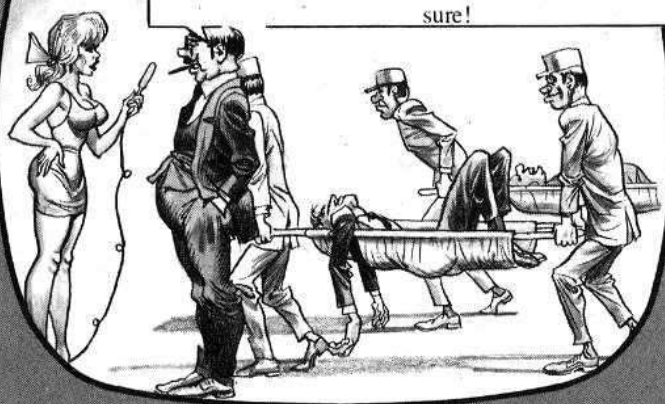


Just for my own curiosity, what's the other leading brand they're trying?

Prestone Anti-Freeze!

What kind of leading brand is **that**?

It's the **number-one-selling anti-freeze in the country**! You see, we don't have to tell people what the other brand is a leader in. If we used another coffee, ours would lose for sure!



Do you ever film **hidden camera sequences** and then find you can't use them?

Occasionally. I remember one where we had a woman raving about the "**Johnson's Gorilla Meat**" she was sampling.

If she liked it, why couldn't you use it?

Fifteen seconds after the rave she came down with terrific stomach pains from **indigestion**!



WAS WATERGATE REALLY AN ALAN FUNT PRODUCTION?

WHAT ARE YOU DOING RIGHT THIS MINUTE? WELL STOP AND TRY A **JIPTON'S TEA** BREAK



That probably cost your agency a great deal.

No, because later we used the film for **another** product.

Which one was that?

Alka-Seltzer!

**INDIGESTION
IS THE
ANSWER TO
THE GAS
SHORTAGE.**



Do you
edit
commercials
before
they're
shown?

Of course! For example, we had to cut this "Acme Driver's Training School" ad which used a beautiful model to demonstrate what she had learned.

How come?

At the tail end
of the film she
drove into a wall!



We often hear that there's
a lot of **false** advertising going
around. Is this true?

Nanny, how can
you say that?
We **never** tell lies—
just **half-truths!**

I'VE GOT A
SECRET YOU
STINK

THAT'S!
NO SECRET.

DRY FORMULA
SECRETE
DEODORANT



But how about this survey you took showing 4 out of 5
doctors recommending Bident Gum for their patients who
like to rub gum on their bellies?

That's an honest survey.

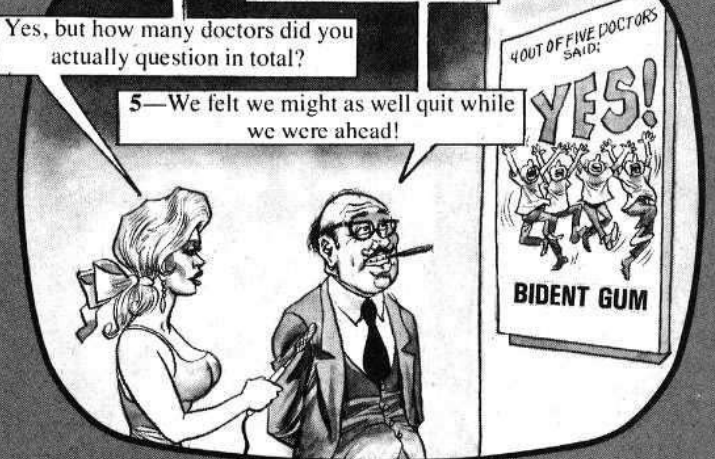
Yes, but how many doctors did you
actually question in total?

5—We felt we might as well quit while
we were ahead!

4 OUT OF FIVE DOCTORS
SAID:

YES!

BIDENT GUM



Mr. Blabber, I ask you, isn't what you're doing **misleading**
and **deceptive**?

Nanny, let me put it to you this way. I can safely say that
we're no more deceptive than the men in the White House
who govern this country!

Thank
you,
Mr. Bob
Blabber.

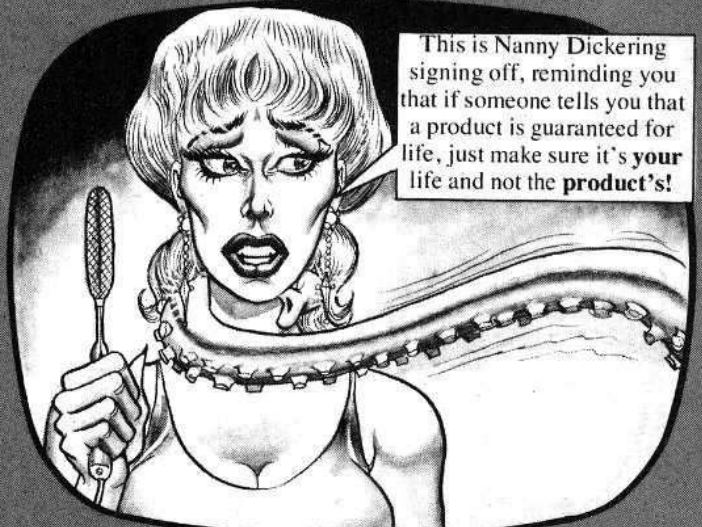
HOW'S YOUR
WIFE'S FRIED
CHICKEN?
MR. GLOP

AWFUL, I SLIPPED
ON A PIECE AND IT
WAS SO GREASY I
FELL DOWN A
FLIGHT OF STAIRS

SHE USED **KRISCO**



This is Nanny Dickering
signing off, reminding you
that if someone tells you that
a product is guaranteed for
life, just make sure it's **your**
life and not the **product's!**



All right all you clods out there, you've now reached a point in the magazine where we will try to elevate you (or escalate you if you hate elevates) by presenting an article on culture. Now, before you cringe and start turning to the Horror House ad, why not give it a try? Who knows—you might even enjoy reading...

THE **CRACKED** HISTORY OF ART

Art began with a picture painted on a rock in 1,000,000 B.C. by a **caveman** who, while presenting it to his beloved, caused the world's first art tragedy...

The oldest surviving examples of **primitive art** that we now possess, are scribbblings that archaeologists have found on the walls of caves...

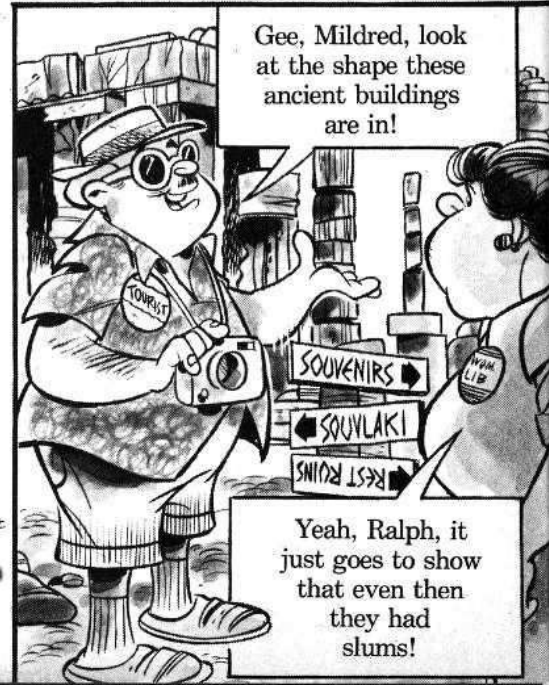
The next people that we have artistic evidence of are the **Egyptians**, who settled around the banks of the great Nile River...



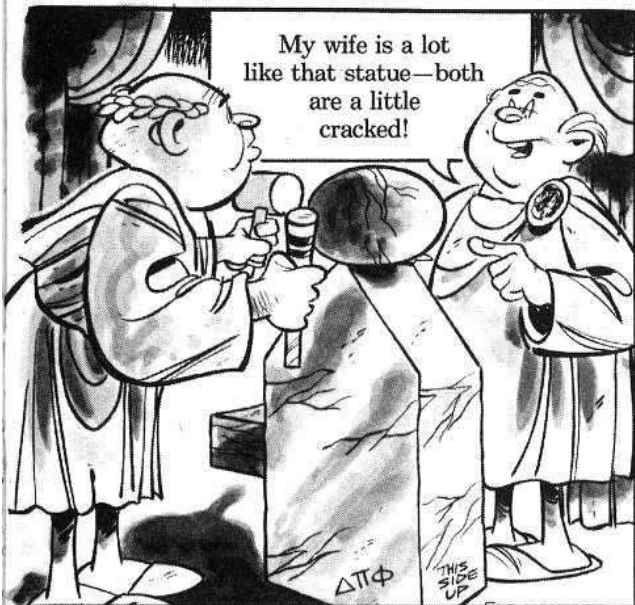
Most **Egyptian** art centered around the **Pharaoh** and his court, with many painters making huge portraits of the ruler of their land...

After the year 2000 B.C., other major civilizations appeared such as **Crete**, which was known for its highly-decorative and brightly-colored vases...

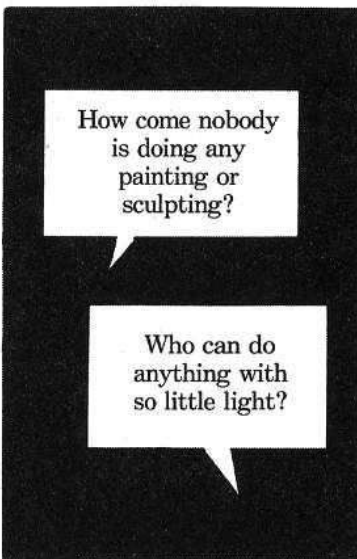
The first prolific culture was that of **Ancient Greece**, most renowned for its architecture such as the **Parthenon** which is still visited upon today...



Early works of **Ancient Greece** centered around strict geometric forms, with this having a great influence on their many statues.



But when **Greek culture** declined, the world stopped creating art and entered into a dreary period known as **The Dark Ages**...



The next great period was that of **Ancient Rome**, famous for its architecture of sewage facilities and baths like those pictured here...



Came the **Gothic period** and many artists began painting women. A beautiful woman then was one who was robust or, as we'd phrase it today, chunky...



And then from the **Gothic Ages**, man moved into one of his most profoundly creative periods—namely, the **Renaissance**—which literally means rebirth...

In the **early Renaissance**, the exciting new medium of oil was first discovered, and people like Messina began painting in it...

The Renaissance was also a period where artists first became aware of the fine anatomy of the human body...



This was the period of great geniuses such as **Michelangelo**, who painted the ceiling of the **Sistine Chapel** ...

... and **Titian**, a pioneer in the history of art, who just loved to paint people ...

... and **Leonardo da Vinci** who did the **Mona Lisa**, the smile of which still puzzles people today ...



Before the **Renaissance**, all drawings were listless and very flat ...

... but now paintings have a much more well-rounded perspective ...

... and when **Baroque** art developed, this perspective became 3-dimensional ...



At the end of the sixteenth century, the **Italian Mannerists** arrived—painters who drew their people distorted and elongated. Many historians have wondered why ...

Art then entered the **Early and High Baroque** periods, mentioned previously. It was easy to distinguish the artists from these two periods.

Deeper into the nineteenth century came the years of **Romanticism**. Unfortunately, not much in the way of art was produced during this period ...



Moving into the late nineteenth century, we suddenly find that many artists were now starting to work on landscapes ...



Someday I'll sell a painting and I won't have to do this!

Entering the 20th century, artists moved away from realism and started interpreting what they saw ...



This is how you see me?

Dribblings were now part of **Abstract Art**, which derives its interest from unusual visual patterns that are created ...



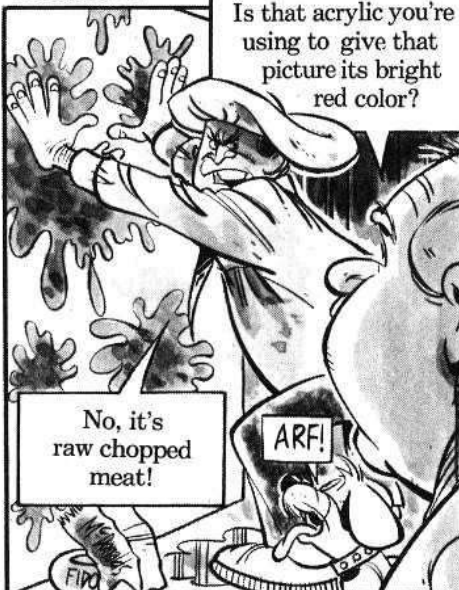
Marvelous! Great visual effects! What do you call it?

"White Cat In A Blizzard!"

Then came **Impressionism**, resulting in **Toulouse-Lautrec**, a dwarf. Some say his lack of height deeply affected his paintings ...



It was now the age in which artists began dabbling in all sorts of new and different mediums ...

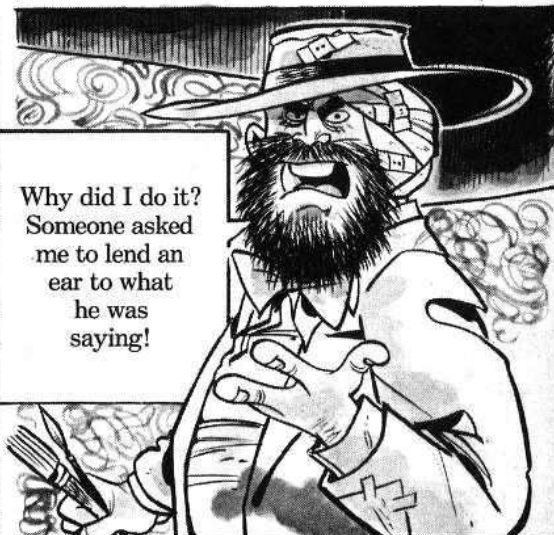


Is that acrylic you're using to give that picture its bright red color?

No, it's raw chopped meat!

ARF!

Another famous name in Impressionism was **Vincent Van Gogh**, who cut off one of his ears for art's sake ...



Why did I do it? Someone asked me to lend an ear to what he was saying!

Came 1913 and the **Avant-Garde Movement** arrived in the U.S.A., resulting in drawings that looked like dribblings ...



To me it looks like dribblings!

That's because the artist is combining his two favorite loves—art and basketball!

As this brief history of art reveals, we know exactly where art has been. The question now is: "Where is art going?"

Moving into the Sixties, we find **Op. Art**, which challenged its audience by introducing unique and perplexing subjects ...

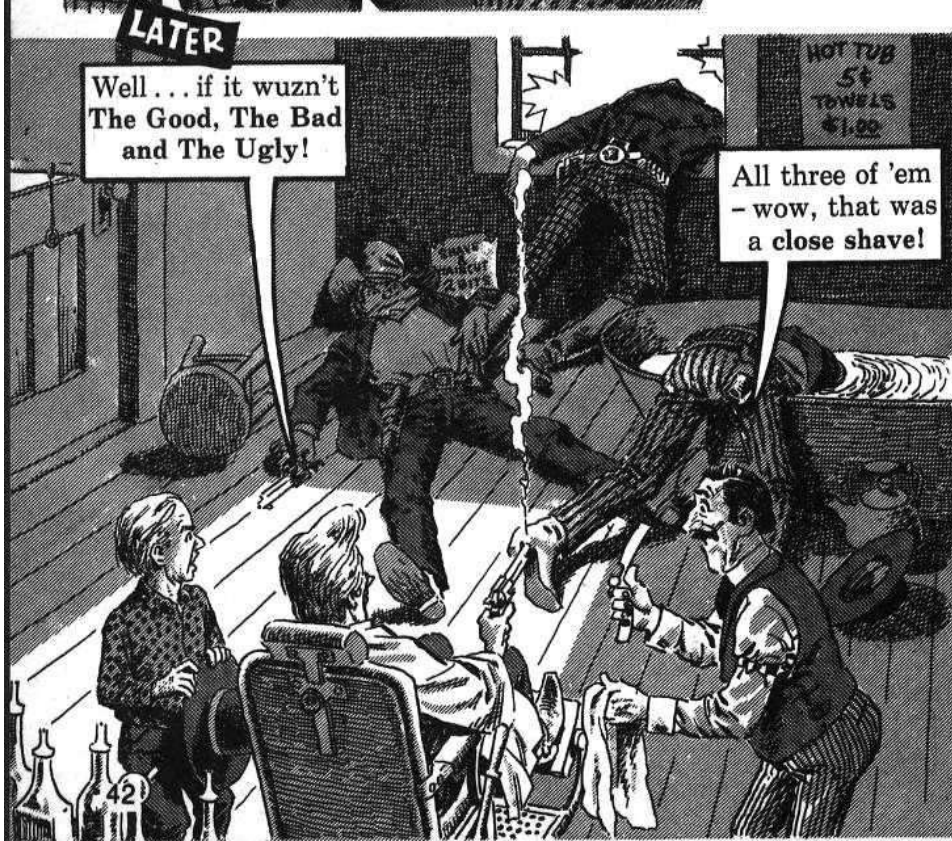


Hey, Art—where ya goin'?

To da movies—if dey's got a good pitchur!

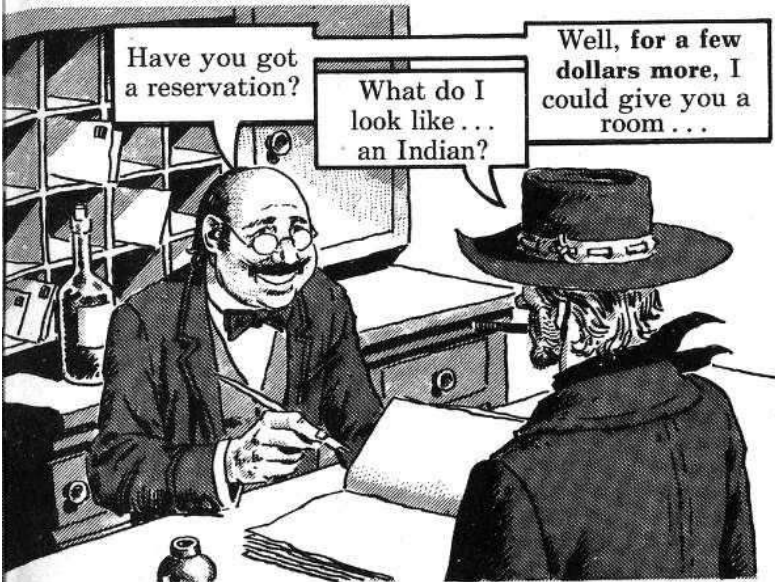
HERE'S A WESTERN TALE ABOUT A MAN WHO MOVES RECKLESSLY ACROSS THE COUNTRY ... A MAN WHO SHOOTS FROM THE HIP AND ASKS QUESTIONS LATER ... A MAN, WHO IS CONSTANTLY THE TARGET OF SCORN AND ABUSE. NO, IT ISN'T THE PRESIDENT OF THE UNITED STATES, IT'S JUST ANOTHER ...

HIGH PLAINS SHIFTER



CRACKED is finding out it costs too much to have your face lifted so you decide to lower your body instead ...

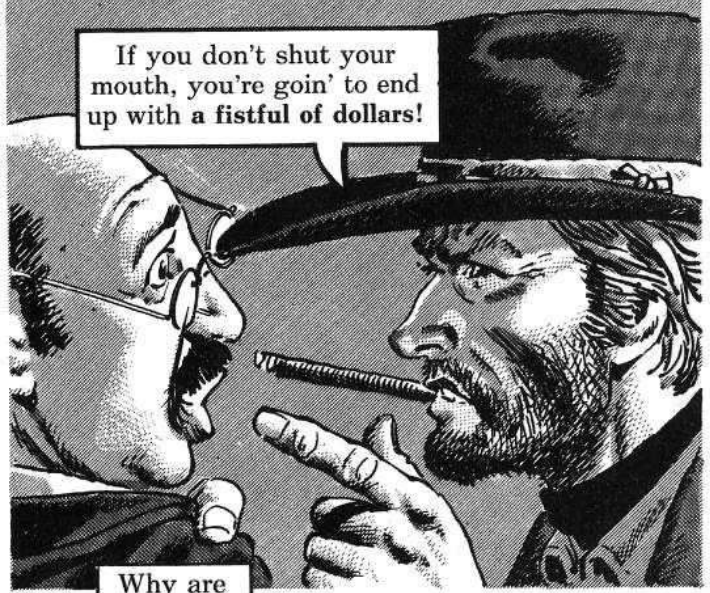
SEVERIN



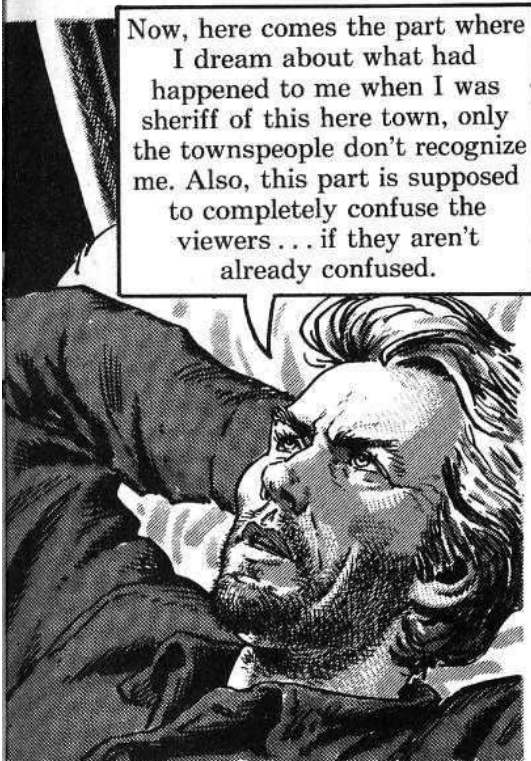
Have you got a reservation?

What do I look like ... an Indian?

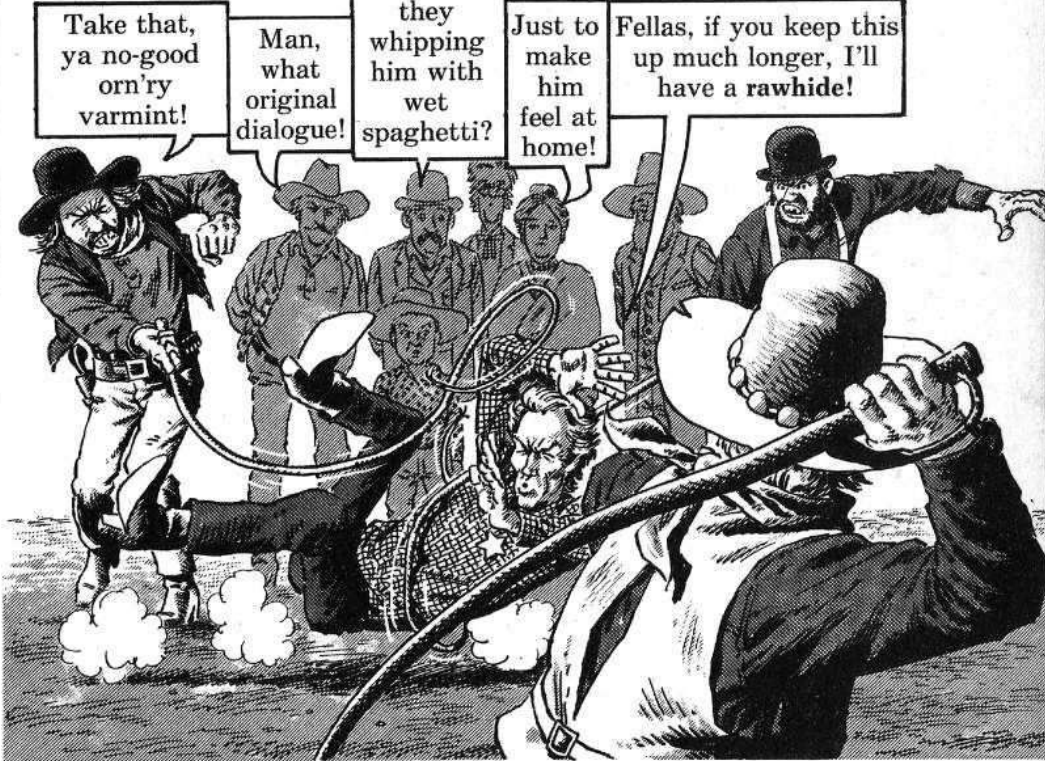
Well, for a few dollars more, I could give you a room ...



If you don't shut your mouth, you're goin' to end up with a fistful of dollars!



Now, here comes the part where I dream about what had happened to me when I was sheriff of this here town, only the townspeople don't recognize me. Also, this part is supposed to completely confuse the viewers ... if they aren't already confused.



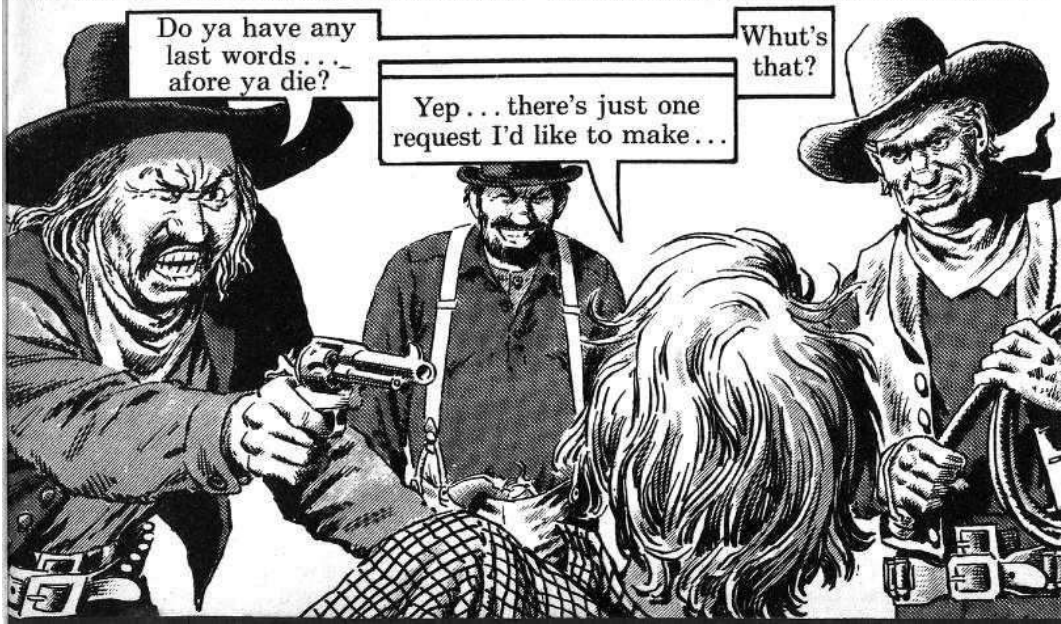
Take that, ya no-good orn'ry varmint!

Man, what original dialogue!

Why are they whipping him with wet spaghetti?

Just to make him feel at home!

Fellas, if you keep this up much longer, I'll have a rawhide!



Do ya have any last words ... afore ya die?

Yep ... there's just one request I'd like to make ...

Whut's that?



Play misty for me!

CRACKED is seeing a sign "Clean Rest Room" and going inside to clean it ...

There's no charges against you for killing those three men. They all had it comin' to them ... especially Dirty Harry and Joe Kidd! Anyways, us town folks would like you to work for us.

Why? I have no alliance with this town!

If you don't help us, this picture will be all over!

You shoulda quit while you were ahead!

You can have anything you like, if you help us kill those gunslingers who are planning to take over our town!

Anything? ... Well, then, I would like to get out of this picture!

You can't!

Why not?

Because you're the director!

IMPORTED GUM DORR DROPS 5¢ A LB.

Now ... is there anything else you would like?

Yep!

... How 'bout two mules for Sister Sara?

REMEMBER?

* THOSE WERE THE GOOD OLD DAYS!

OK ... Kelly, you're the new mayor and the new sheriff!

Hot darn ... I'm the mayor! Hot darn ... I'm the sheriff! No more, "Kelly, clean up after the horses!" No more, "Kelly, milk the cow!" And no more, "Kelly, get me the latest issue of CRACKED!"

Man, the only way you're gonna make it, is to lie about your height!

... IS NOT THE HIKA: SMALL SIZE OF LITTLE MAN WHICH MATTERS... BUT HIKA: RATHER HOW BIG HE IS THAT HIKA: REALLY COUNTS...

CRACKED is being a kidnapper and sending your hostage out to collect the ransom...

TERRITORIAL PRISON

Here's your guns... empty!

Where's our horses? We had three good mounts when we were captured!

What do you think you've been eating the last three months?

Boy howdy! I knew the price of meat was high but this is ridiculous!

TO ERR IS HUMAN, BUT WHEN THE ERASER WEARS OUT BEFORE THE PENCIL... YOU COULD END UP IN HERE

I thought our guns were empty!

Shut up and shoot! What do you wanna do... wreck the picture?

Oh, I see... the ol' Coogan's bluff!

We've got to get rid of that stranger... he's making fools of us!

Yeah... 'em let's hang high!

Can't you think of something a little more permanent?

MORTICIAN

He'll get a real bang out of this!

They really know how to bring down the house!

Wow... how did he escape?

Who knows... except maybe the shadow?

Surely not the viewers!

CRACKED is designing a parachute that opens on impact...

The bell is ringing ... they're on their way into town! Are you goin' to fire the first shot? Are you goin' to kill 'em all? Are you ... are you ...?

No, Kelly ... you are!

Wow ... me and my men! Kelly's Heroes will show them who's boss!

Shut up, or, I'll make you sit home and paint your wagon!

BONG BONG BONG

Whee-ee . . . I always knew I was hot stuff!

I ain't had so much fun since I took my bugle to the old soldier's home an' blew the cavalry charge!

POW

POW

KRASH

I know what you're thinkin', punk! Did he crack the whip six times, or only five? Considerin' this is a crack bullwhip, you got only one thing to ask yourself, do you feel lucky?

Yeah, an' I thought I'd repeat it ... they just don't give me good lines anymore!

Hey, wasn't that a line from your last movie?

CRACKED is shooting an arrow in the air and missing...

OK ... we gotta get him! So, Mac,
you take the high road an' I'll take
the low road ... an' I'll meet you in
Scotland!

Our stretch in Sing Sing
must have affected you,
but if you're taking
requests ... play misty for
me!

Knock it off, already
... we did that one!

Where's
Mac?

He's hangin'
around!

Who ... gasp ...
are you? Why
don't you ... gasp
... say somethin'?

Because I'm not getting paid
by the word! Thank heaven
for that, or, I'd be broke by
now! Worse yet, I might
have to start acting!

BLAM
POW
BLAM
BLAM

You forgot
to dot the 'i'.

Thanks ...
But tell
me, where
will you
go?

A place only, where
eagles dare to go!

Was waitin' to see
how you'd work
that one in!

Who was
that man?

I don't
know ...
But he shoots
silver bullets!

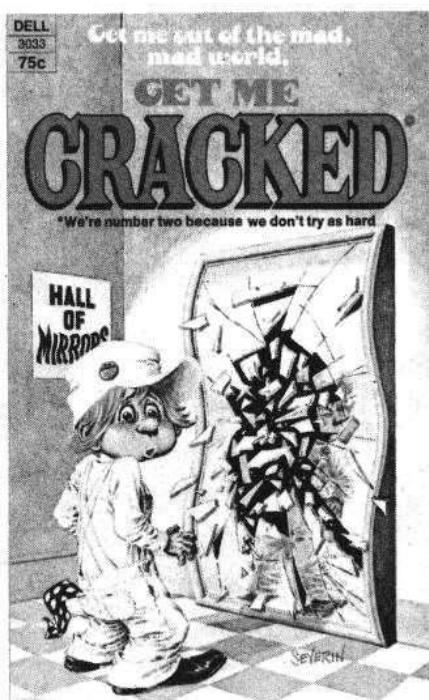
Hi yo, Silver ...
a-way-y-y!

CRACKED is getting holes in your forehead learning
how to eat with a knife and fork ...

YOU ASKED FOR IT!

SO WE DECIDED
TO GIVE IT TO YOU*

**AN EXPLOSIVE,
SHATTERING
EXPERIENCE
IN PAPERBACK!**



*For Only 75¢
plus 25¢ handling charge

MAJOR MAGAZINES
235 Park Avenue South
New York, N.Y. 10003

Here's my 75¢ (plus 25¢
handling charge). Please
"Get Me Cracked" immediately
NAME

ADDRESS

CITY

STATEDIP

STANLEY

by Murray Ball

Continuing the adventures of the Great Palaeolithic Hero

"Hullo, a colony
of ants..."

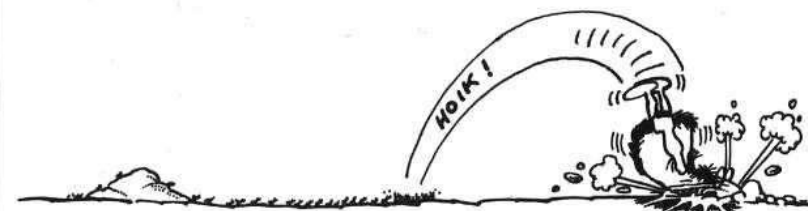
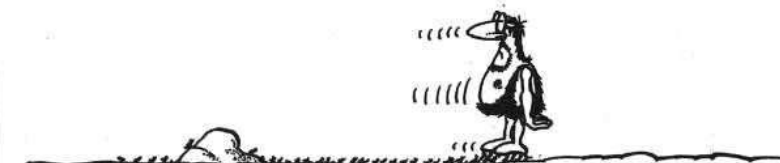
What wondrous creatures
they are - little miracles
of engineering...



"... Noiseless, industrious
environmentalists
cleansing the earth
of litter and rubbish..."

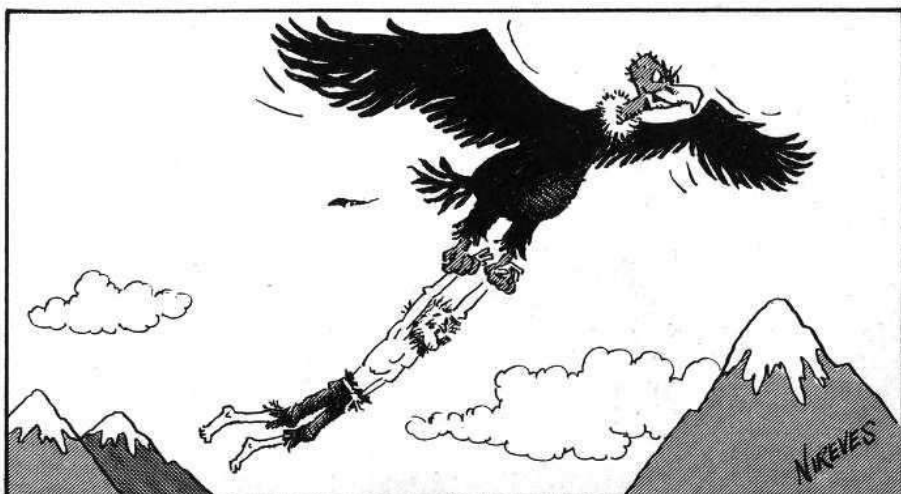
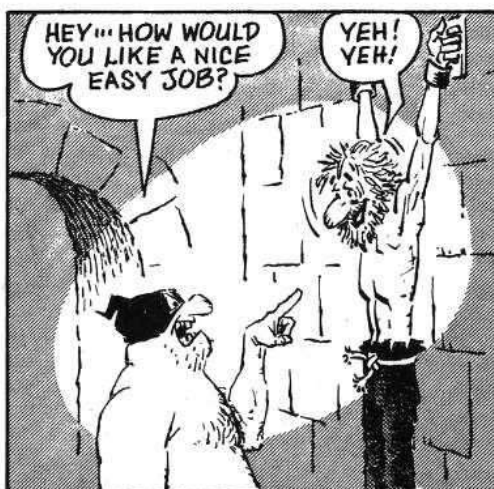
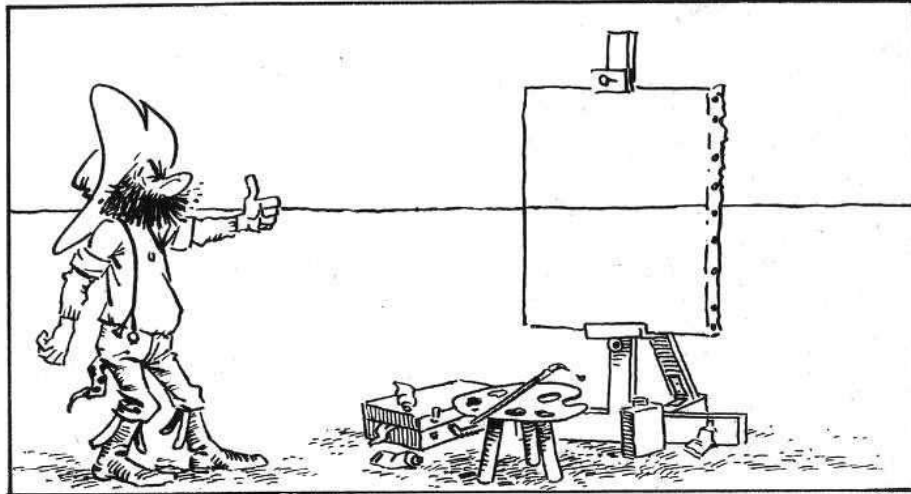
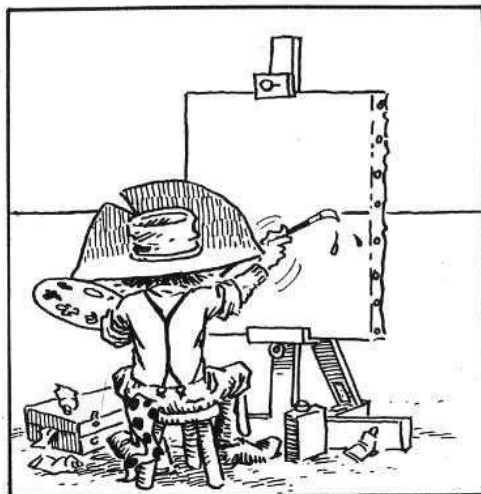
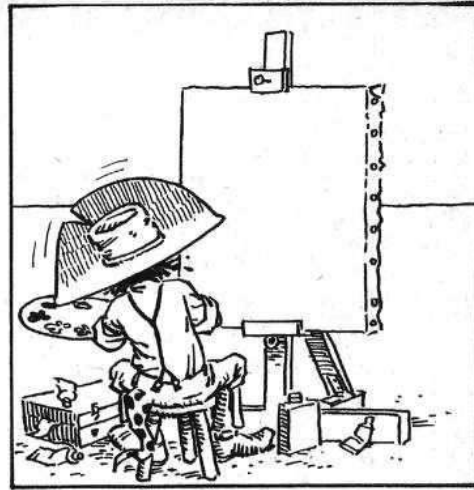
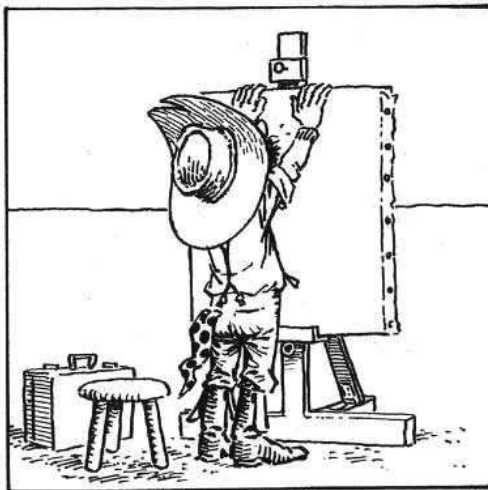
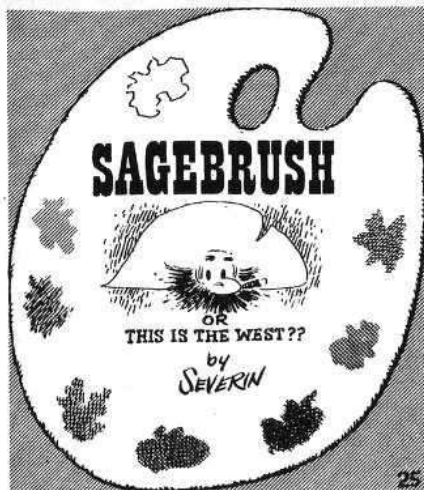


"My word, I had
no idea they were
so powerful..."

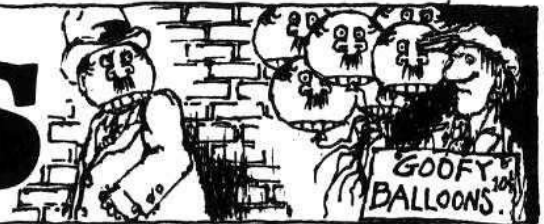


"COMMUNIST
AGITATORS!"





SHUT UPS



Melissa, these electronic digital calculators are really something else!



SHUT-UP! Better you should have spent the money on an exterminator instead of using that thing to count the cockroaches!



Let's see, a burger and fries for Darla, two burgers and a shake for Glenn, a burger and fries and coffee for Mrs. Kraus . . .



SHUT-UP! You call this a wedding banquet, cheapskate!

BURGER BARN



Godfather, I come to ask a favor . . .



SHUT-UP! Go buy your own 'Rids 'Em' Lawn Mower! Twice already you ruin my cutting blades on that crummy lawn of yours!



YS BE

FOR

HEN YOU

MEAN IT!

CRACKED'S ENERGY SAVING GUIDE

